



PHLCVB
Philadelphia Convention
& Visitors Bureau

WELCOME

GLOBAL TOURISM UPDATE

**Come for
Philadelphia.**
Stay for Philly.





SVETLANA YAZOVSKIKH

Vice President of Global Tourism





CHRIS RIZZO

VP, Business Operations
The Franklin Institute





SVETLANA YAZOVSKIKH

Vice President of Global Tourism



2022 GLOBAL TOURISM ACTIVITY RESULTS

TRAVEL TRADE

Tradeshows

17

Client
Engagements

1,370+

Total Trained

1,960



MEDIA

Meetings

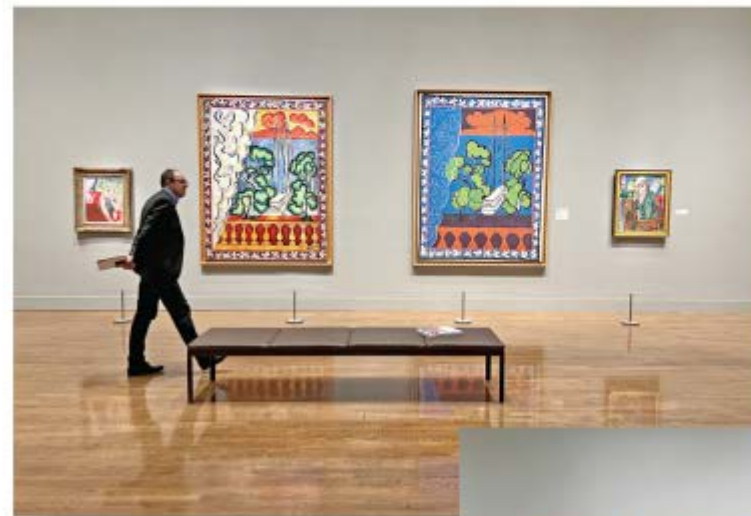
500+

Articles

464

ART

'Matisse in the 1930s' — opening at the Philadelphia Museum of Art — contains about 140 works from public and private collections in the US and Europe.



WHAT TECH DID IS ENCOURAGE PEOPLE TO RETURN TO MUSEUMS AFTER THE PANDEMIC. MANY PEOPLE — A LOT OF THEM YOUNG — BECAME INTERESTED IN ART DURING THE TWO-ODD "VIRTUAL YEARS" AND THEY NOW WANT TO SEE EXHIBITIONS IN THE FLESH

Paris in the early decades of the 20th century had its share of frenetic socialising; one can only imagine the bobbing crowd at the different cafes — Henri Matisse, Amadeo Modigliani, Pablo Picasso, J. Scott Fitzgerald, Ernest Hemingway and countless others. There was a sense of freedom and dealers were looking to invest in young talent.

Matisse and Modigliani — two stars of the 20th-century art world — have their respective exhibitions in Philadelphia. Modigliani's works have been parked at the Barnes Foundation as part of the exhibition 'Modigliani Up Close' (October 30 to January 29, 2023) while those of Matisse titled 'Matisse in the 1930s' (October 9 to January 29, 2023) are up at the Philadelphia Museum of Art.

Matisse lived a long and abundant life as an artist (1899-1984) while Modigliani (1894-1920) met a premature death only after which his genius was recognised, becoming a central figure of Modern Art.

Virtual world giving way to the real

'Modigliani Up Close' reveals how the Italian made his iconic paintings and sculptures. There are lessons for young people who want to take up art. When he arrived in Paris, he didn't have a lot of money. But he was very good when it came to the use of materials. Young artists who may not have a lot of money to spend on fancy

Philadelphia is home to some of the most important museums in the world, inspiring new generations of creative people.

t2oS checks out

THE ART CITY

art supplies can look at his work for pointers.

"Looking" at his work involves seeing it in person and not just on a tech platform. It's interesting to see important exhibitions return and at post-pandemic scales. During the pandemic museums had to rethink how they were presenting art. Things were done



'Modigliani Up Close' is showing at Barnes Foundation in Philadelphia

through technology and it was something art curators hadn't even thought about in 2019. Everybody had to reinvent themselves and what technology proved is that art can be brought to a much wider audience. A lot of people, who never looked at the big museums earlier, suddenly had art at their fingertips. Of course, the experience can't be replicated. Even if you look at reproductions of Modigliani you won't get a sense of texture or depth or even the variation of colours. What tech did is

encourage people to return to museums. Many people — a lot of them young — became interested in art during the two-odd "virtual years" and they now want to see exhibitions in the flesh.

Times change, not always the mindset

The Modigliani exhibition is also a reminder that mindsets have evolved slightly but not changed. The year 2023 was historically important because

Modigliani had his only lifetime solo show. It sort of became a "sensational" showcasing because of the four nudes he had at the exhibition (he painted many more). It was considered after a local policeman who lived near the (Dierke Weill) gallery in Paris saw the nudes in the window and saw the police hair was visible. The paintings were asked to be removed from sight.

MEDIA

Meetings

500+

Articles

464

THE  TIMES

Today's sections ▾

Past six days

Explore ▾

Times Radio

USA

Welcome to Philadelphia — New York's fun (and more affordable) cousin

With downtown skyscrapers, excellent museums and new budget flights, this US city on the east coast is giving the Big Apple a run for its money



MEDIA

Meetings

500+

Articles

464



Les habitants de Philadelphie ont une chance unique : leur ville est un véritable musée à ciel ouvert. Depuis plus de quarante ans, la ville de Philadelphie utilise l'art urbain pour apporter de la vie et transmettre des messages importants afin de soutenir ses communautés et entretenir son patrimoine.



Philadelphie, la ville aux plus de 4 000 fresques murales

Depuis près de quarante ans, la ville de Philadelphie utilise l'art urbain pour apporter de la vie et transmettre des messages importants afin de soutenir ses communautés et entretenir son patrimoine.

DE JONATHAN BISSO
PAR ALYSON ET ERIC KELL, TONY GREY



UNE FRESQUE REPRÉSENTE UN HOMME EN HABIT DE FLEUR, UN DES PLUS DE 4 000 ARTISTES QUI ONT CRÉÉ DES ŒUVRES D'ART URBAIN EN PHILADELPHIE. EN PARTICULIER, L'ARTISTE A CRÉÉ DES ŒUVRES D'ART URBAIN DANS LES COURTS, LES TUNNELS, LES TROUS DE TOIT ET LES MURS.

PHOTOGRAPHIE DE JONATHAN BISSO, AP PHOTO

Une imposante forêt de sculptures et de sculptures à reconnaître va le jour par une portion latérale de Lancaster Avenue dans l'est de Philadelphie. Pas sont arrivés des papillons multicolores, un soleil et une femme éboulée. Ce jour-là, en l'espace d'une semaine, sur un mur de 21 mètres de long au sein d'une courbe récemment abandonnée et transformée en centre pour l'artisanat.

Comme la quasi-totalité des 4 000 autres peintures murales réalisées par Mural Arts Philadelphia au cours des 35 dernières années, cette exubérante exposition de monde naturel, dédiée pour la Journée de la Terre 2020, est le fruit de la collaboration entre une communauté et une artiste destinée de l'acier à raconter son histoire.

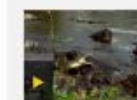


Philadelphie a une chance unique : leur ville est un véritable musée à ciel ouvert. Depuis plus de quarante ans, la ville de Philadelphie utilise l'art urbain pour apporter de la vie et transmettre des messages importants afin de soutenir ses communautés et entretenir son patrimoine.

LES PLUS POPULAIRES



HISTOIRE
Après de l'Europe, voici les concerts de rue à Philadelphie.



ARTISTES
Une collection de l'art urbain des Philadelphiens.

2022 GLOBAL TOURISM ACTIVITY RESULTS

WeChat



SOCIAL

Audience growth

+20,701

Engagements

225,656

Accounts:

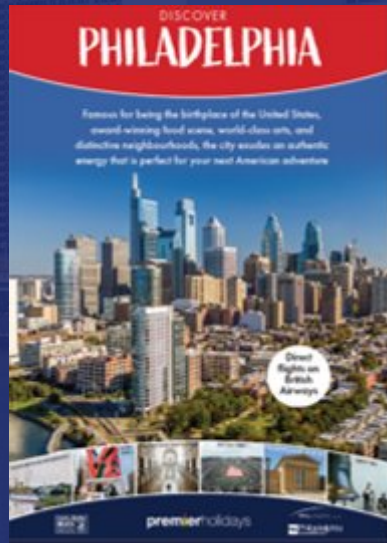
Facebook (DE+FR)

Weibo

WeChat

Toutiao

2022 GLOBAL TOURISM ACTIVITY RESULTS



MARKETING

Features
34

Reach
771 mln

Engagements
558,000+K

A blue-tinted photograph of the Philadelphia skyline, featuring prominent skyscrapers like the Comcast Center and the Liberty Bell Center. In the foreground, a bridge with a metal railing spans the Schuylkill River, with trees and greenery visible on the riverbank.

**In 2022, overseas arrivals to Pennsylvania
outperformed the national average.**

2022 GLOBAL MARKETS EXCEEDING EXPECTATIONS



85%



75%



+11%



+43%

Agenda

Welcome

Svetlana Yazovskikh

Vice President of Global Tourism

Overseas Visitation Forecast

Patrick Smyton

Senior Client Manager, Tourism Economics

Global Tourism Update

Europe

Melissa McClure

Global Tourism Sales Manager

Asia Pacific + Emerging Markets

Miriam Chovanec

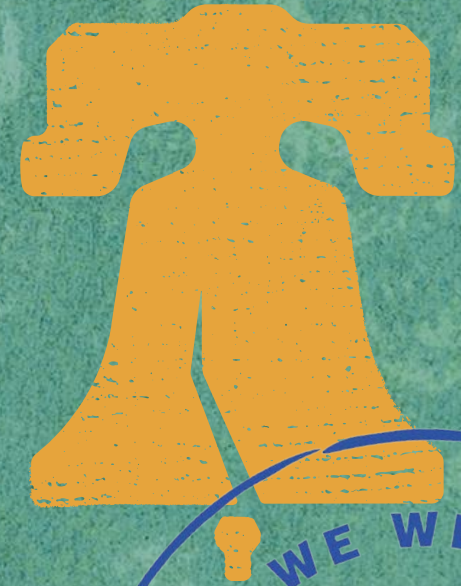
Senior Global Tourism Sales Manager

Domestic Group Tour

Annie Jirapatnakul

Global Tourism Sales & Services Manager

Questions & Answers





PATRICK SMYTON

Senior Client Manager
Tourism Economics



International Visitor Forecast

Philadelphia Region

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Tourism Economics
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1 National Travel Trends & Outlook

2 Philadelphia Travel Trends & Outlook

US travel spending beat 2019 numbers for the fourth consecutive month

National Travel Indicators

December 2022 and YTD



Travel Spending
(Tourism Economics)

↗ **+3.1%**

December vs. 2019

↘ **-0.6%**

YTD vs. 2019



Auto Trips
(Arrivalist)

↘ **-0.8%**

December vs. 2019

YTD N/A



Air Passengers
(TSA)

↘ **-6.7%**

December vs. 2019

↘ **-10.2%**

YTD vs. 2019



Overseas Arrivals
(NTTO)

↘ **-28.8%**

December vs. 2019

↘ **-40.7%**

YTD vs. 2019



Hotel Demand
(STR)

↗ **+1.1%**

December vs. 2019

↘ **-2.3%**

YTD vs. 2019



Short-term Rental Demand
(AIRDNA)

↗ **+33.3%**

December vs. 2019

↗ **+27.0%**

YTD vs. 2019

And there's plenty of momentum across various industry metrics

National Travel Indicators

2022

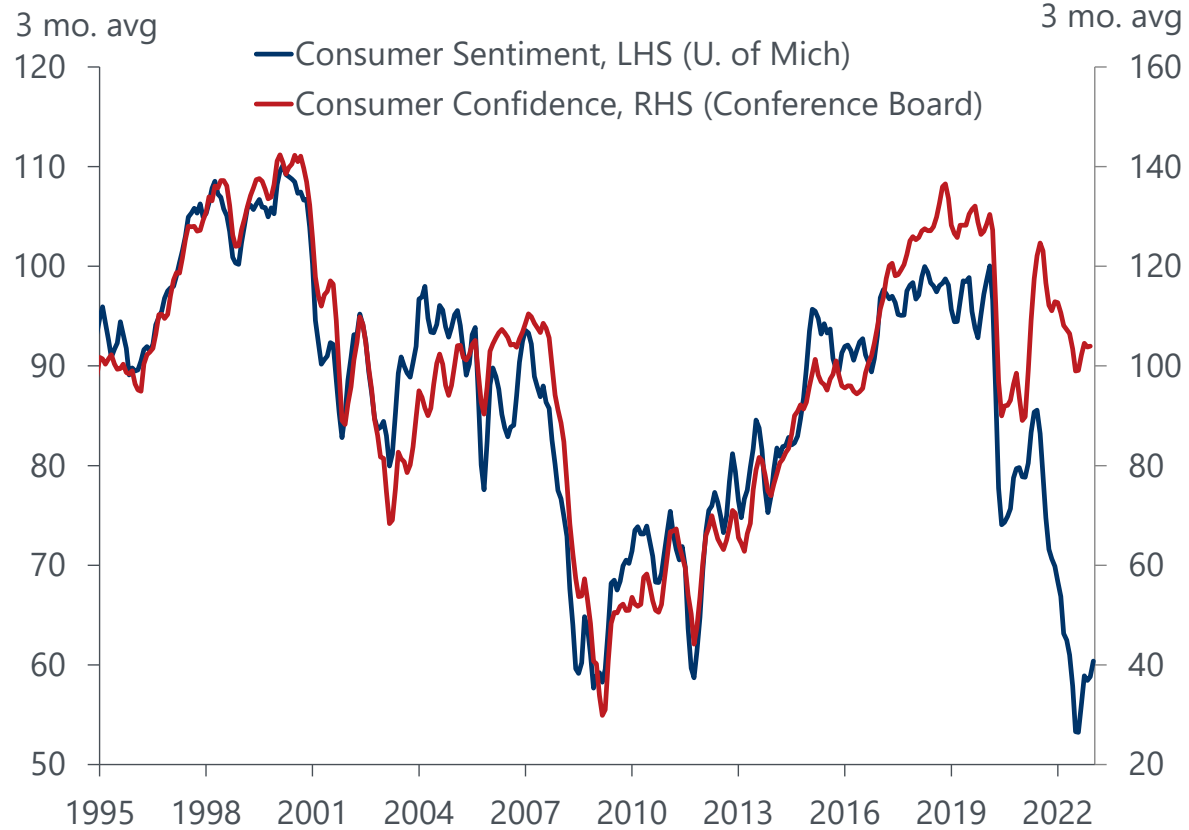
	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
Travel Spending (Tourism Economics)	-12%	-6%	-5%	3%	0%	1%	0%	-3%	6%	3%	1%	3%
Auto Trips (Arrivalist)	-12%	-2%	-13%	6%	-2%	2%	-1%	-15%	6%	3%	-6%	-1%
Air Passengers (TSA)	-22%	-16%	-12%	-9%	-10%	-11%	-12%	-9%	-6%	-5%	-6%	-7%
Overseas Arrivals (NTTO)	-65%	-60%	-52%	-43%	-43%	-41%	-35%	-35%	-34%	-30%	-33%	-29%
Hotel Demand (STR)	-10%	-5%	-3%	0%	-2%	-2%	-3%	-4%	2%	0%	-1%	1%
Top 25 Group Hotel Demand* (STR)	-58%	-42%	-24%	-16%	-14%	-5%	-11%	-10%	-5%	-6%	-7%	-8%
Short-term Rental Demand (AIRDNA)	25%	27%	18%	28%	29%	26%	22%	19%	29%	40%	31%	33%
National Park Visits (National Park Service)	17%	5%	18%	8%	15%	-11%	-8%	-12%	-5%	2%	-4%	0%
Organic Web Sessions (Simpleview & Tempest)*	36%	43%	35%	33%	30%	26%	16%	15%	17%	24%	24%	19%

*data from 300+ U.S. DMO/CVB destination websites

-65%  43%

Consumers feeling uneasy

US: Consumer surveys

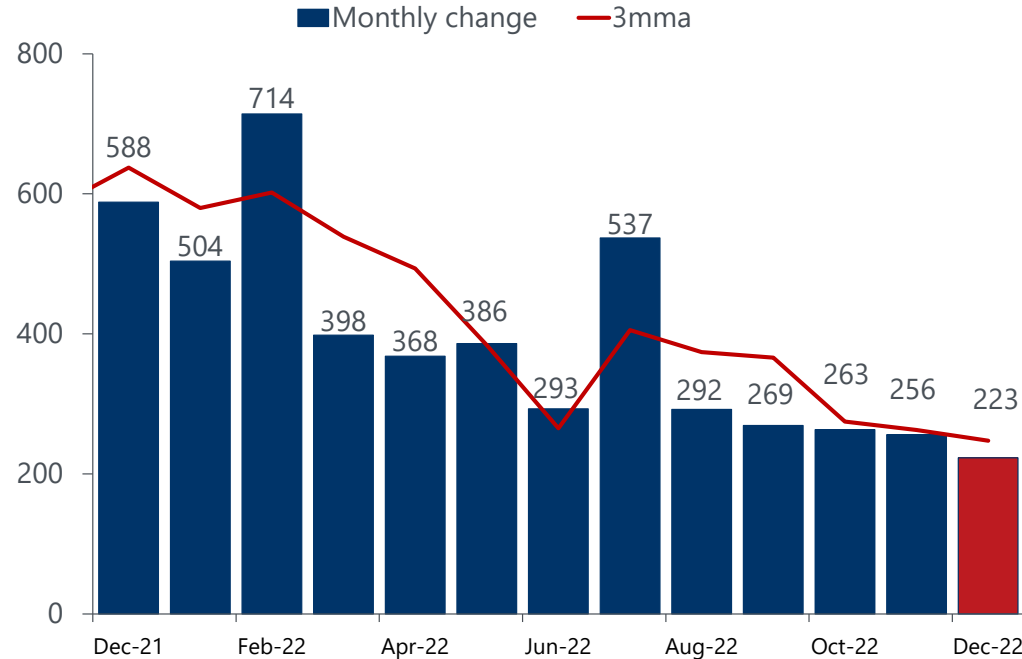


Source: Oxford Economics/Haver Analytics

Job growth continues at a more tempered pace

US: Nonfarm payroll employment

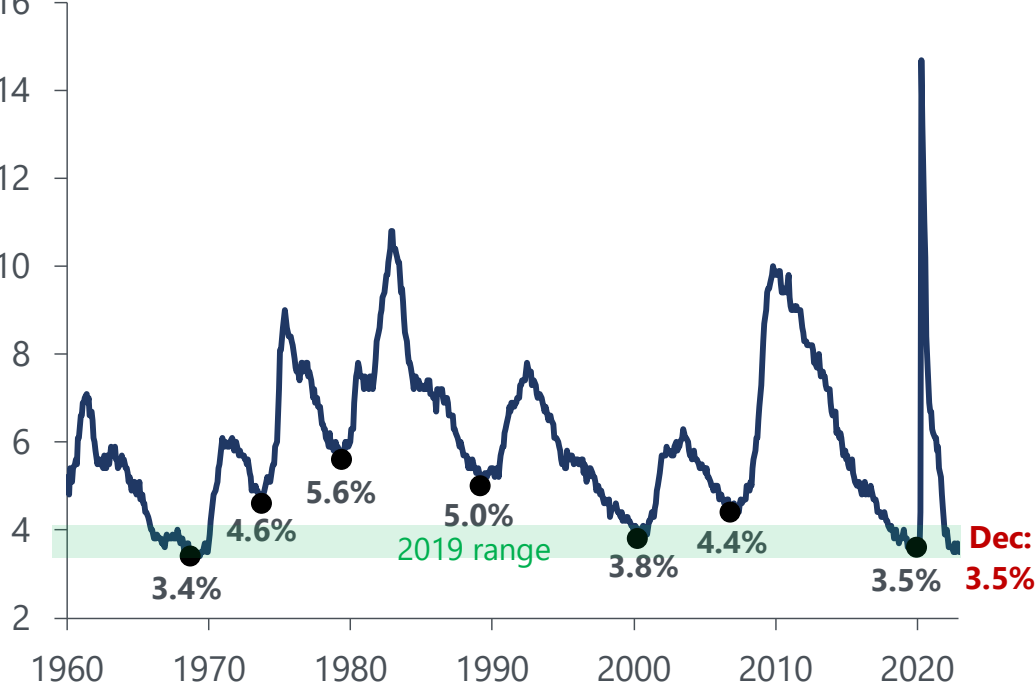
Thousand



Source: Oxford Economics/Haver Analytics

US: U-3 unemployment rate

%

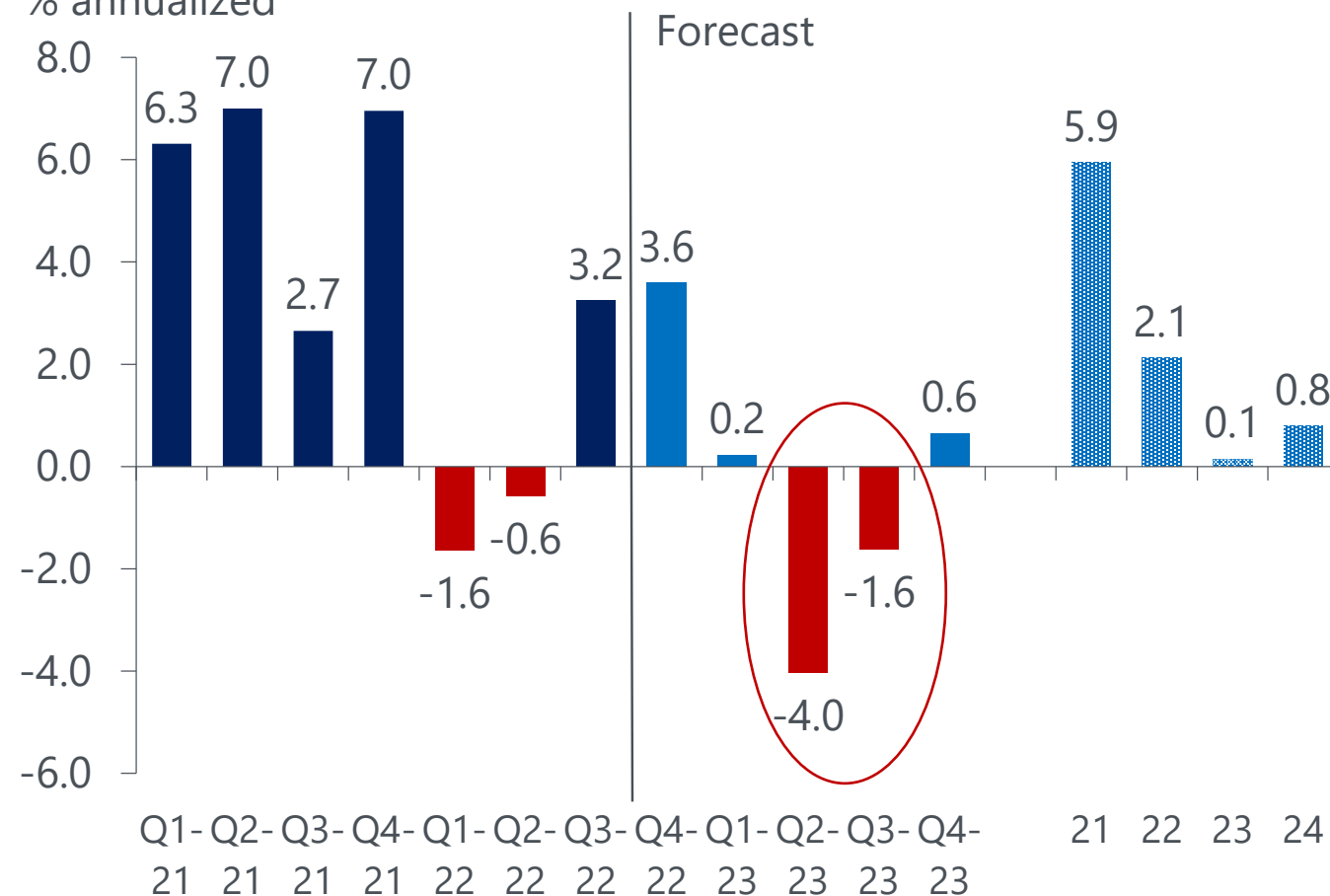


Source: Oxford Economics/Haver Analytics

We are headed toward a recession in Q2

US: GDP Forecast

% annualized



Source: Oxford Economics/Haver Analytics

Why?

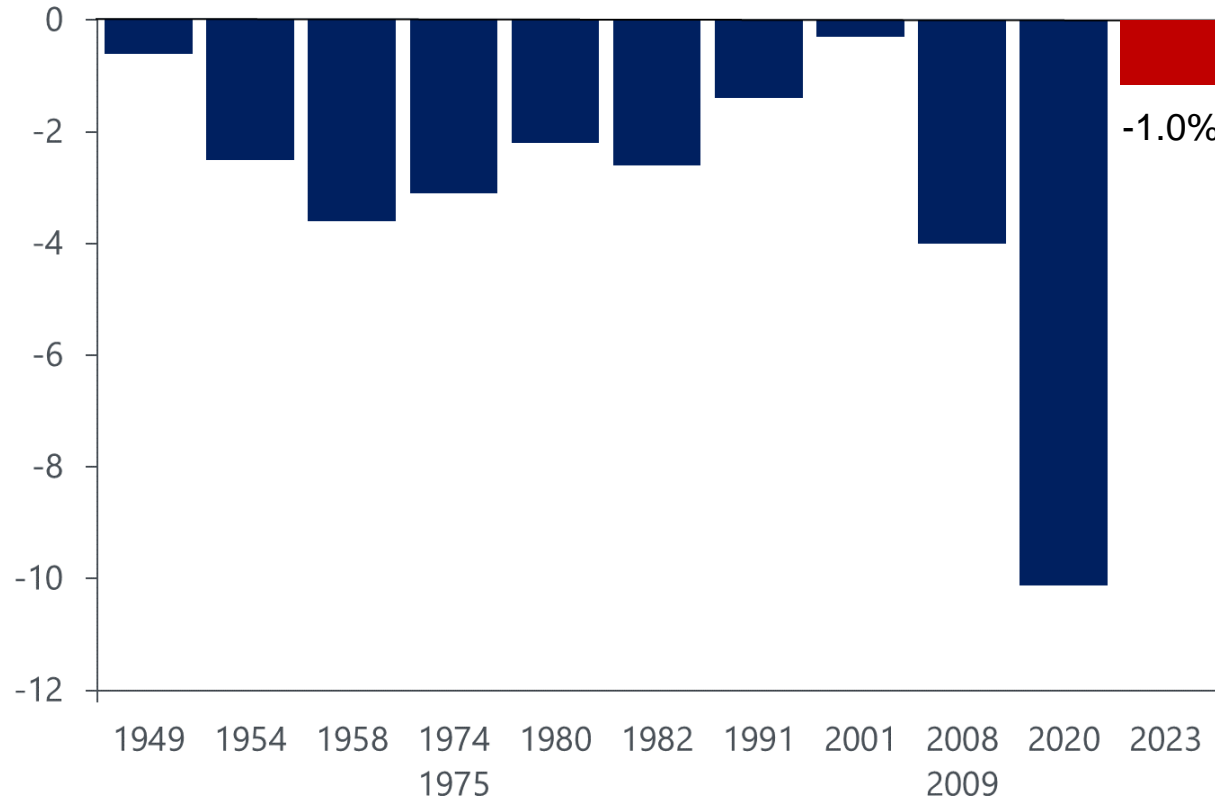
- Persistently high inflation
- Aggressive Fed monetary policy tightening
- Negative spill-over effects from slower global activity
- Weaker corporate earnings

...will weigh on consumers' and businesses' willingness to spend

The recession will be mild by historical standards

US: Peak-to-trough recessions since 1949

% change, peak to trough



Source : Oxford Economics/Haver Analytics

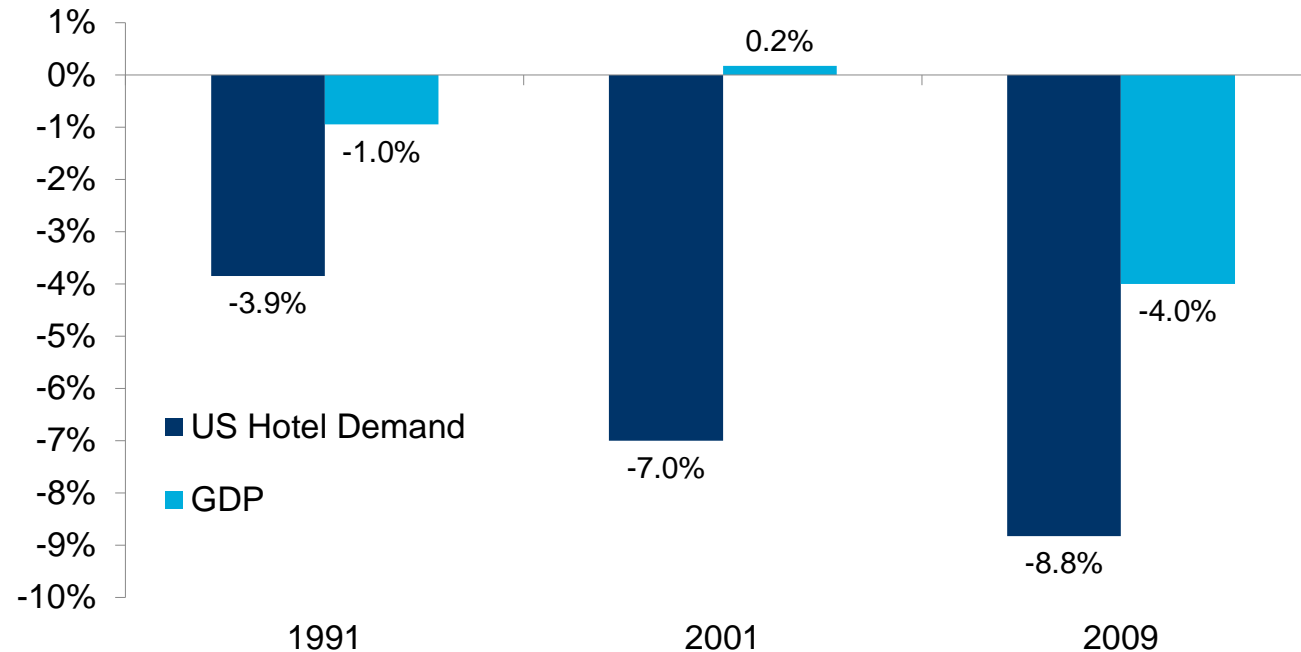
Why?

- Household balance sheets are in great shape and debt service burdens are low.
- Nonfinancial corporate balances are strong
- State and local governments are flush with cash.

What have the last three “normal” recessions looked like?

Hotel demand during recessionary periods

Year-over-year %, quarterly peak-to-trough



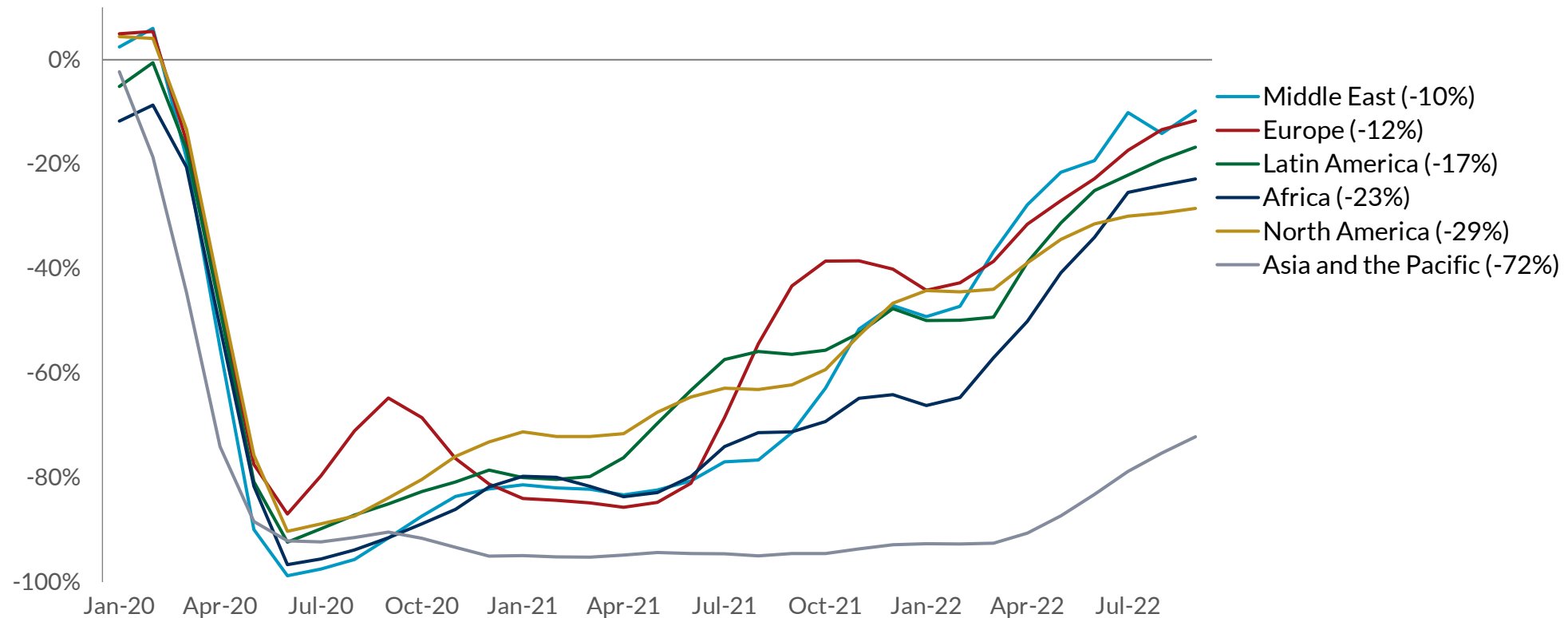
Quite a bit of variation is evident in the GDP-hotel room demand relationship

Source: STR, BEA

Recovery is accelerating worldwide

International Tourist Arrivals by World Region

% difference from same month in 2019, 3mma (figures in brackets are 3 months to Sept)

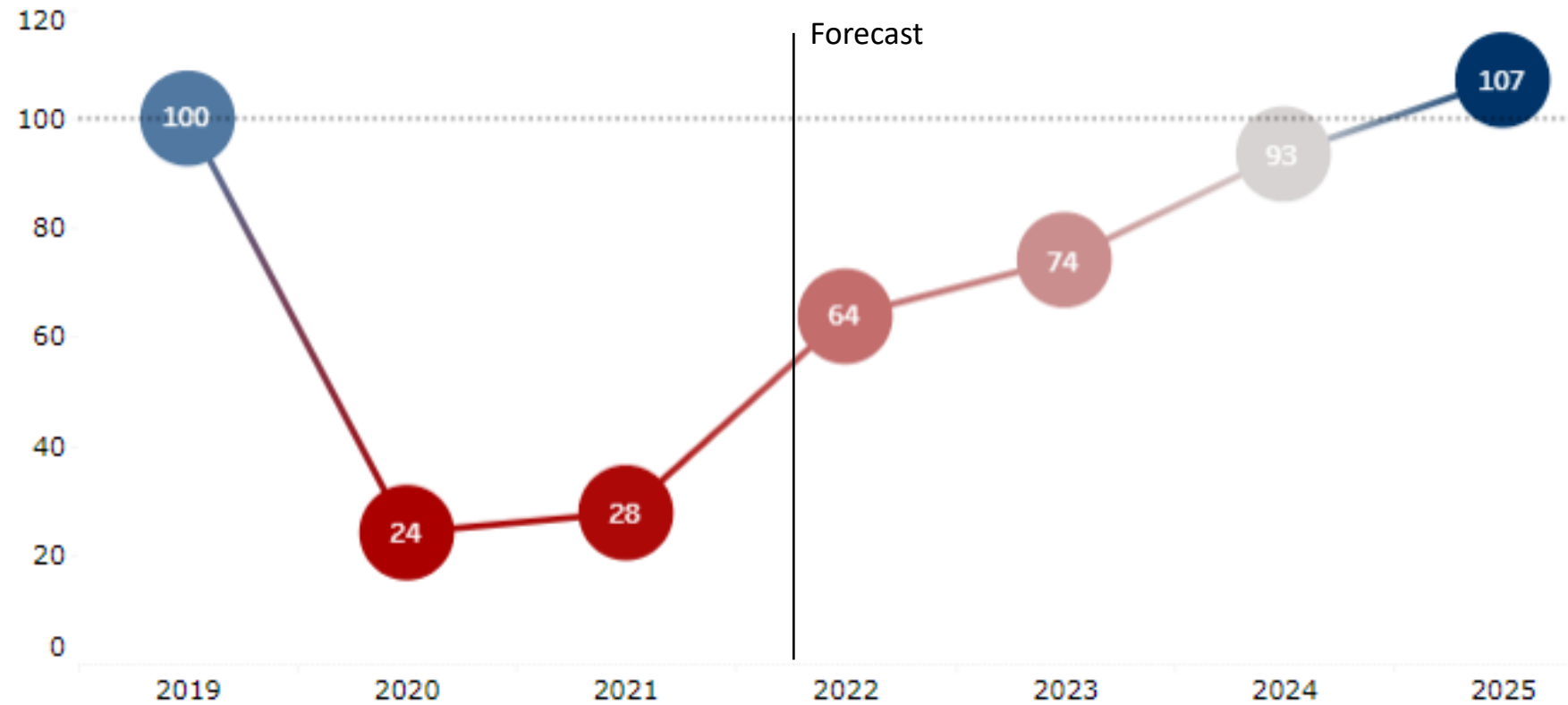


Source: UNWTO

International travel to the US made notable progress in 2022

Total International Visits to the US

Forecasted recovery, relative to 2019 (index, 2019 = 100)

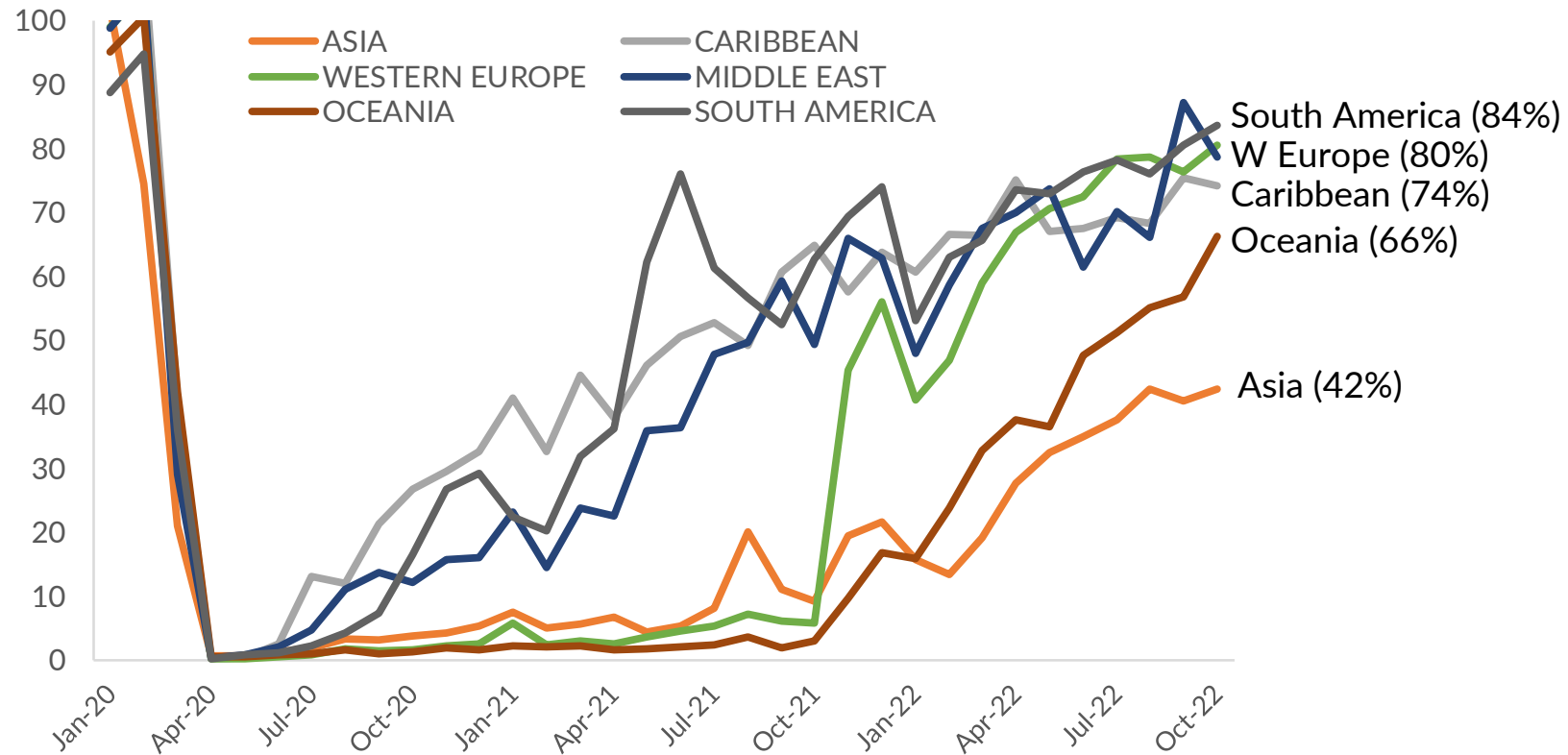


Source: Tourism Economics (forecast released December 2022)

US is seeing recovery from all markets

US Inbound Overseas Travel by Region

Same month in 2019 = 100

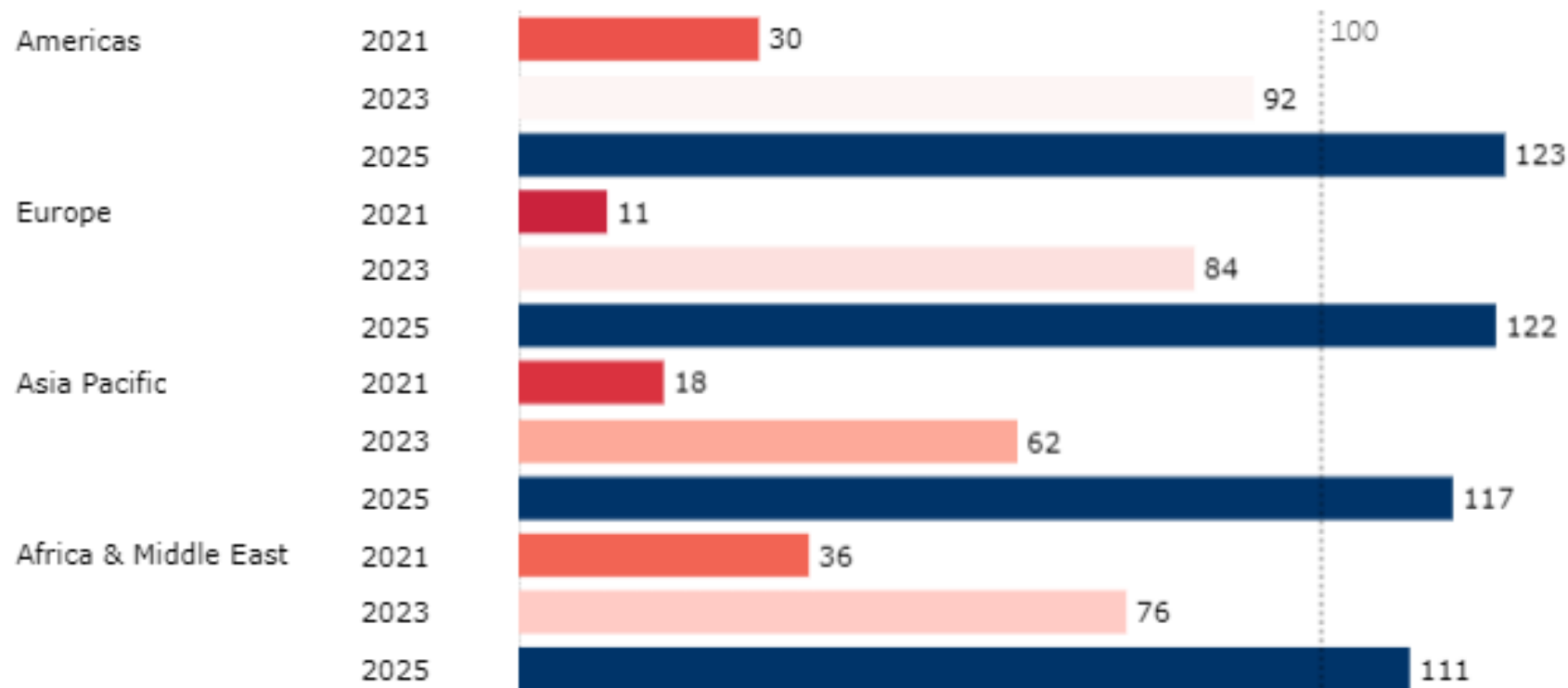


Source: I-94, NTTO

Western Europe within touching distance of full recovery in 2023

Total International Visits to the US

Forecasted recovery, relative to 2019 (index, 2019 = 100)



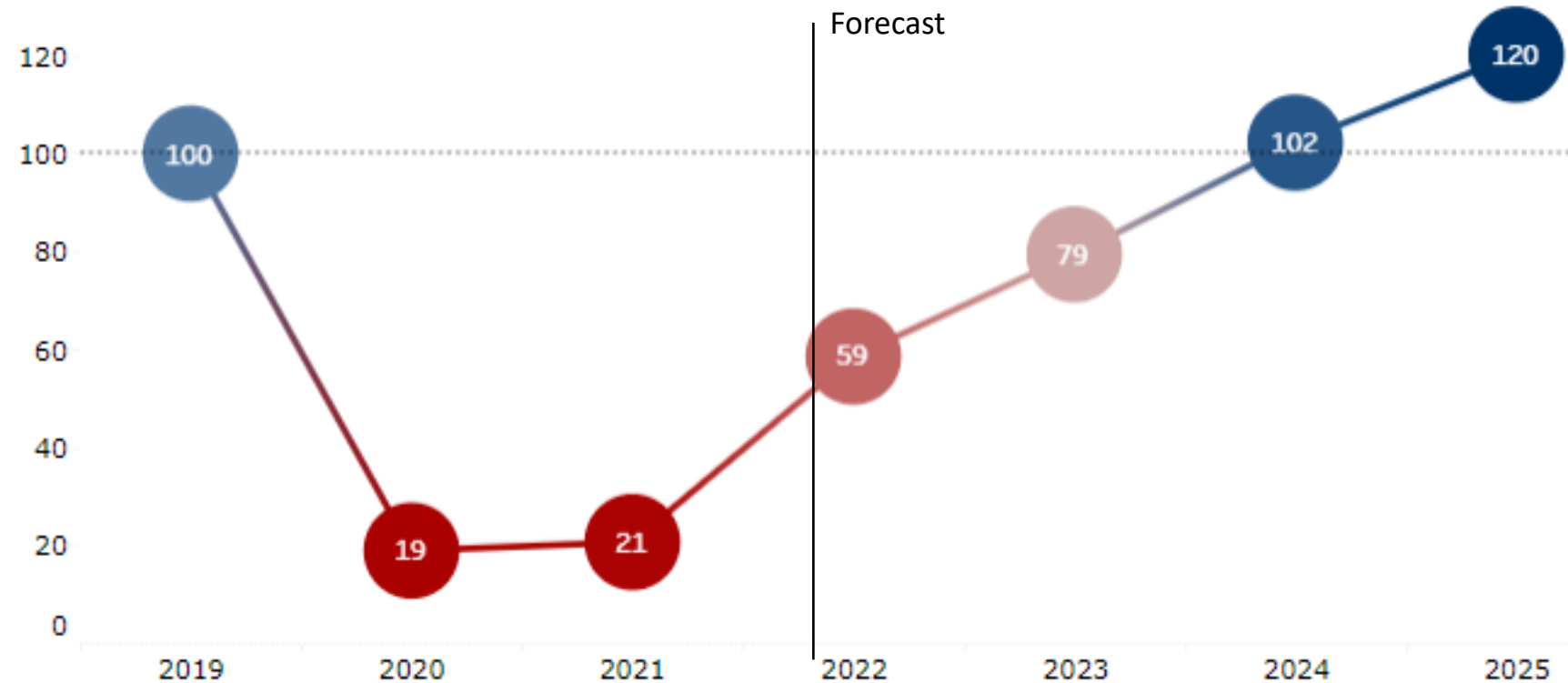
Note: Americas = Canada and Mexico

Source: Tourism Economics (forecast released December 2022)

Spending is recovering at a slower pace than visits

Total International Spending in the US

Forecasted recovery, relative to 2019 (index, 2019 = 100)

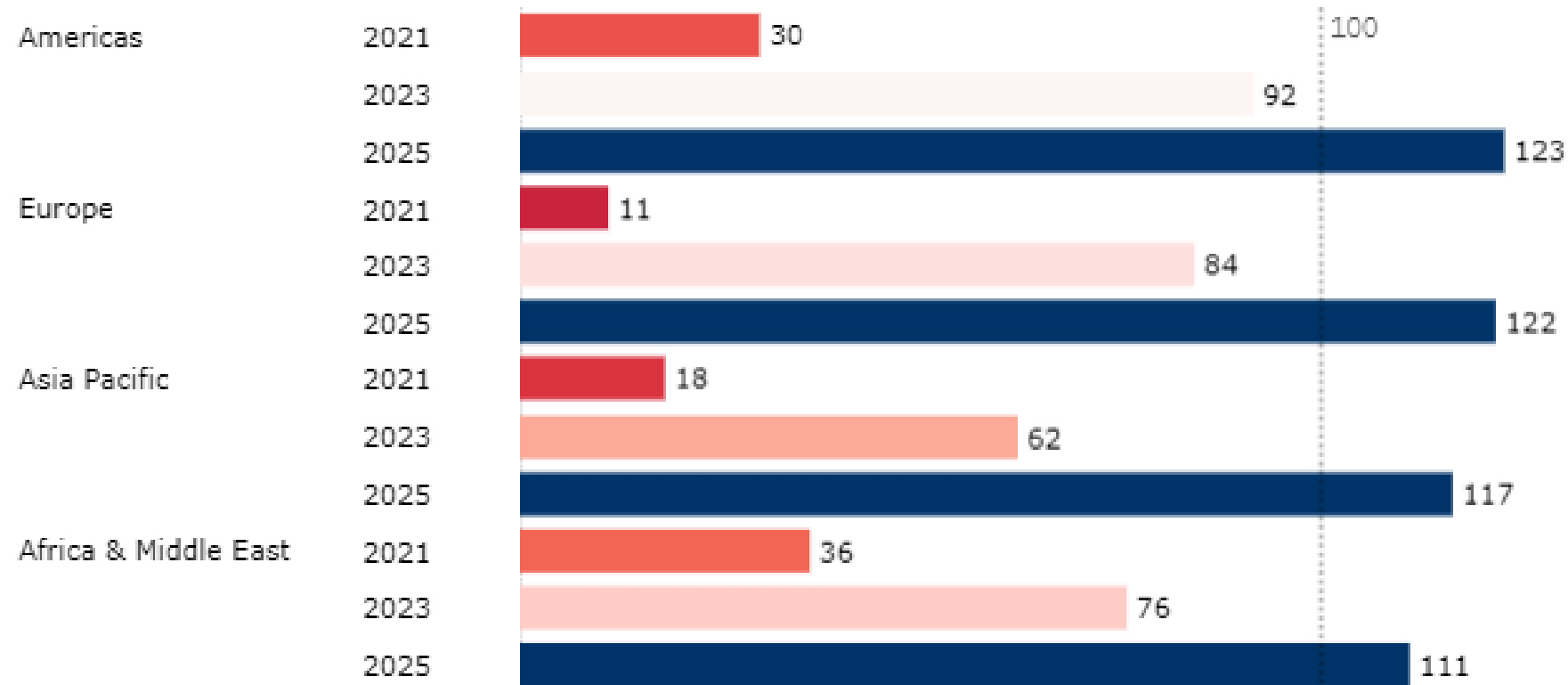


Source: Tourism Economics (forecast released December 2022)

Western Europe driving recovery in spending

Total International Spending in the US

Forecasted recovery, relative to 2019 (index, 2019 = 100)



Note: Americas = Canada and Mexico

Source: Tourism Economics (forecast released December 2022)



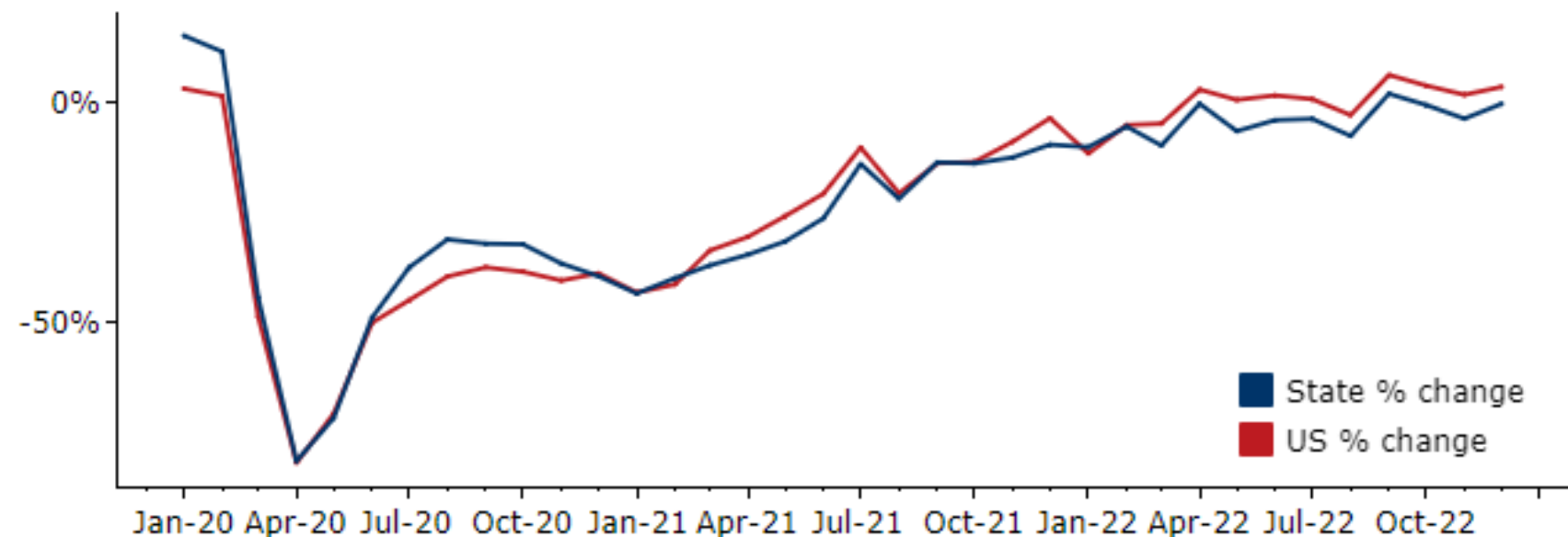
1 National Travel Trends & Outlook

2 Philadelphia Travel Trends & Outlook

PA travel spending is trending closely to the national average

Travel Spending (% change vs 2019)

Pennsylvania vs U.S. total

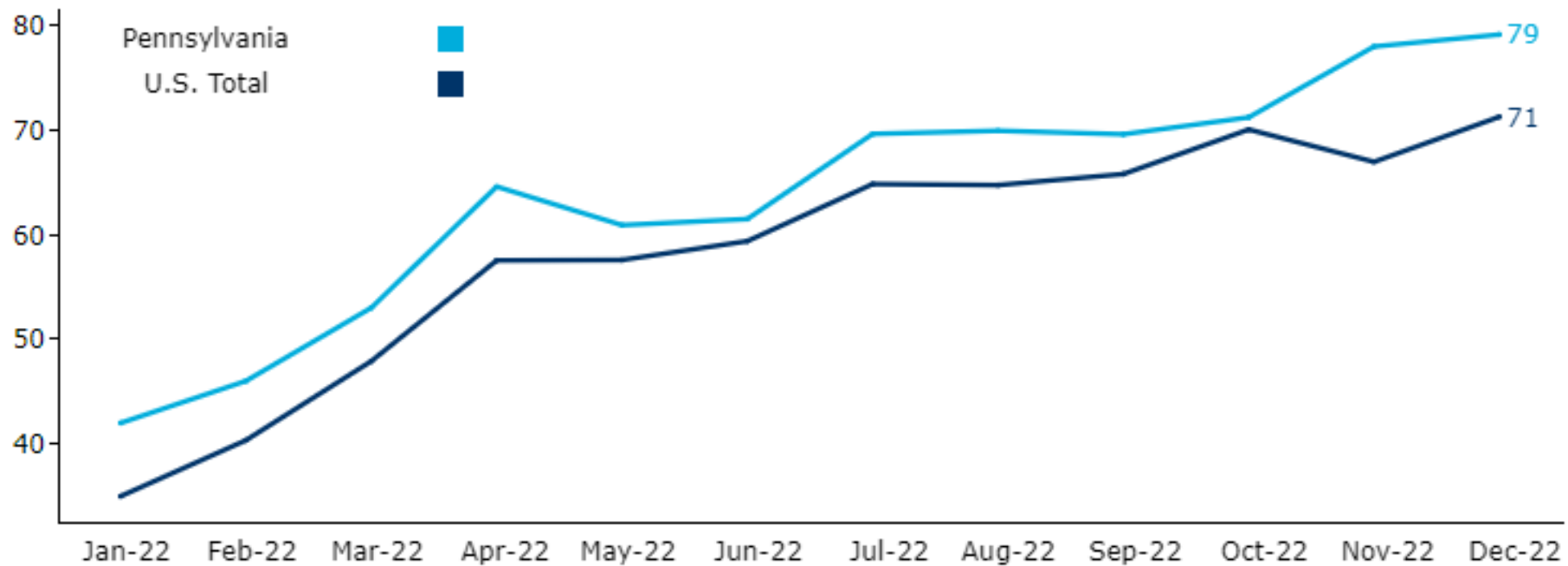


Source: Tourism Economics

PA overseas travel recovering faster than the national average

Overseas Arrivals

Visitor arrivals to US and Pennsylvania, % recovered vs 2019 (index, 2019=100)

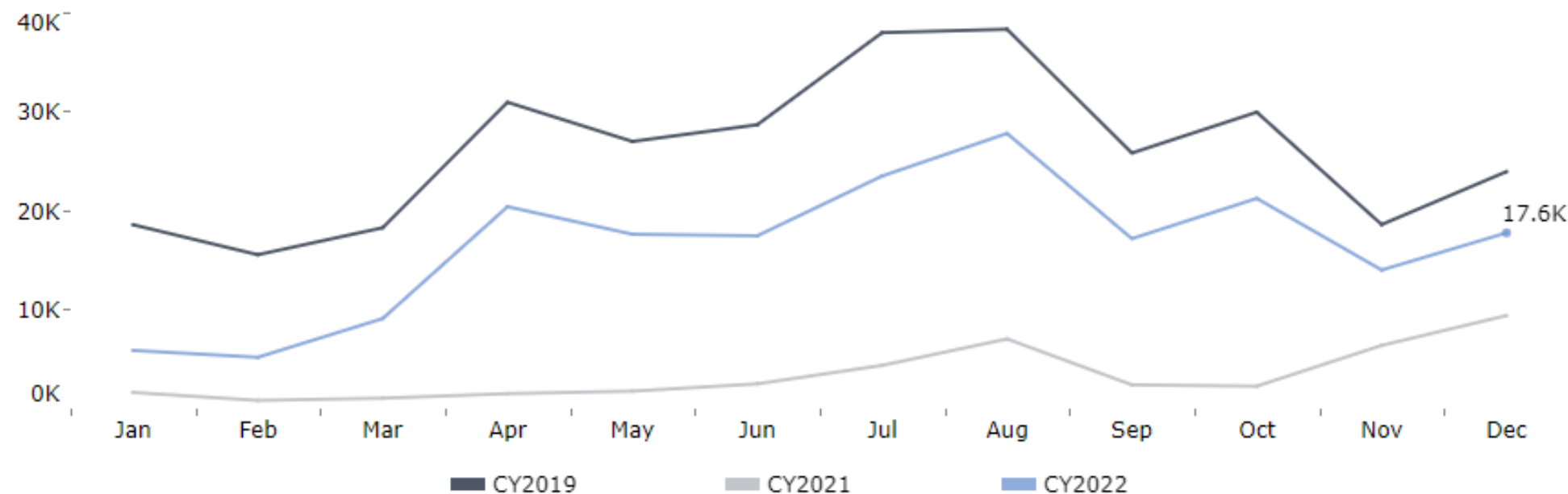


Source: NTTO (based on port of entry location)

And seasonality is back!

International Arrivals to Philadelphia

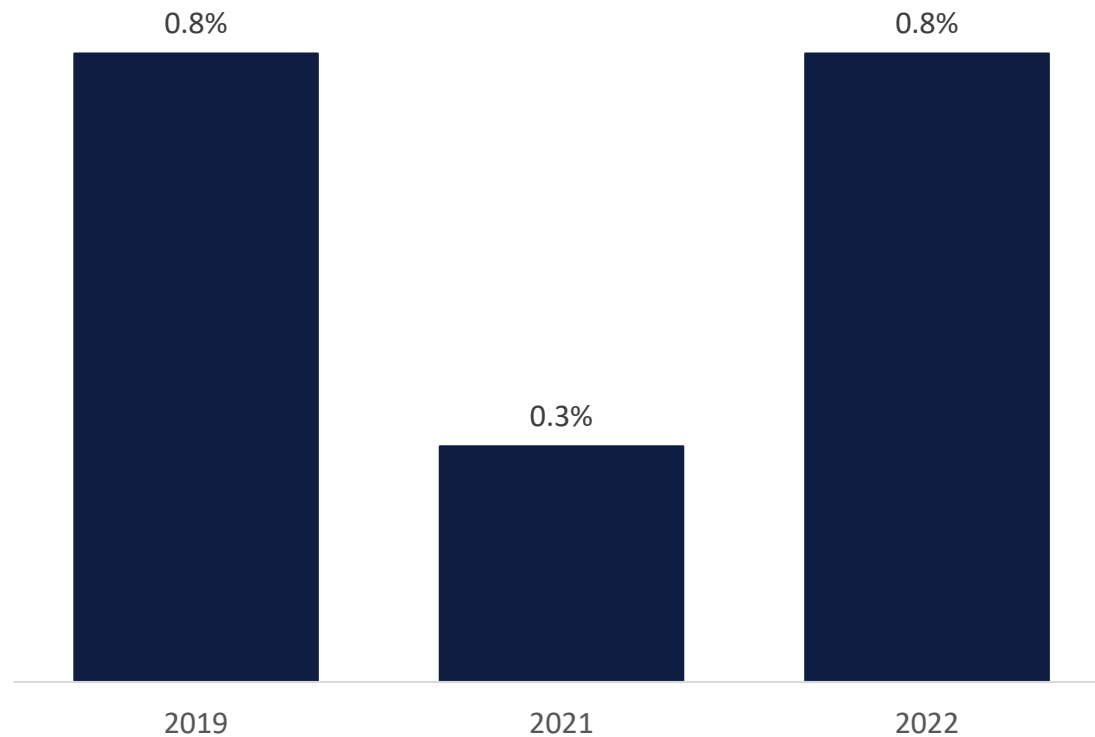
Visitor arrivals to Philadelphia



Source: NTTO (based on port of entry location)

Philadelphia gained its market share back

Market Share of Overseas Arrivals to the US
Philadelphia region



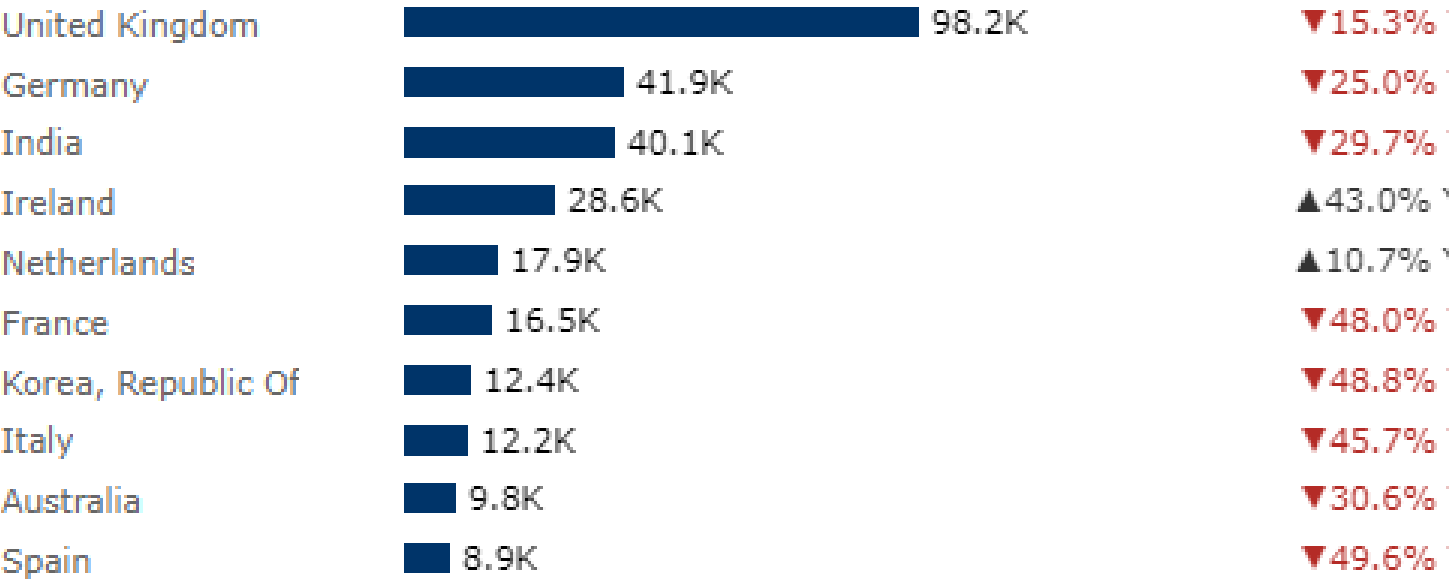
Source: NTT (based on first intended address only)

Western Europe gained market share of visits to Philadelphia (43% in 2022 vs 38% in 2019) while Asia went from 35% in 2019 to 23% in 2022.

1/4 of all overseas visits to Philadelphia was from the UK in 2022

2022 Top Origin Markets

Philadelphia region, total visits and % change vs 2019

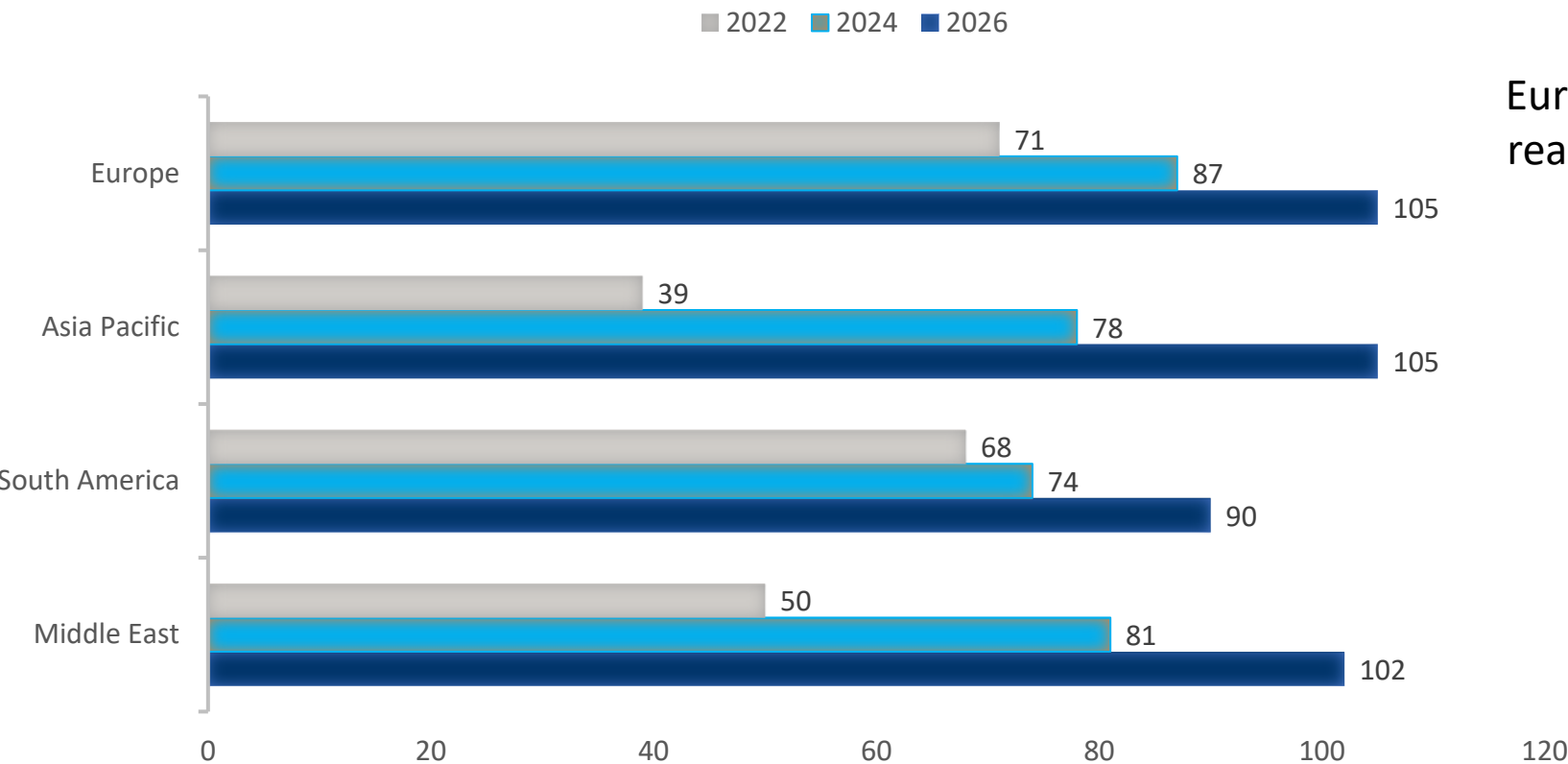


Source: Tourism Economics

Europe to lead the charge for overseas travel recovery

OVERSEAS TRAVEL TO THE PHILADELPHIA REGION FROM KEY MARKETS

TOP SOURCE MARKETS BY WORLD REGION, % RECOVERED TO 2019 (INDEX, 2019=100)

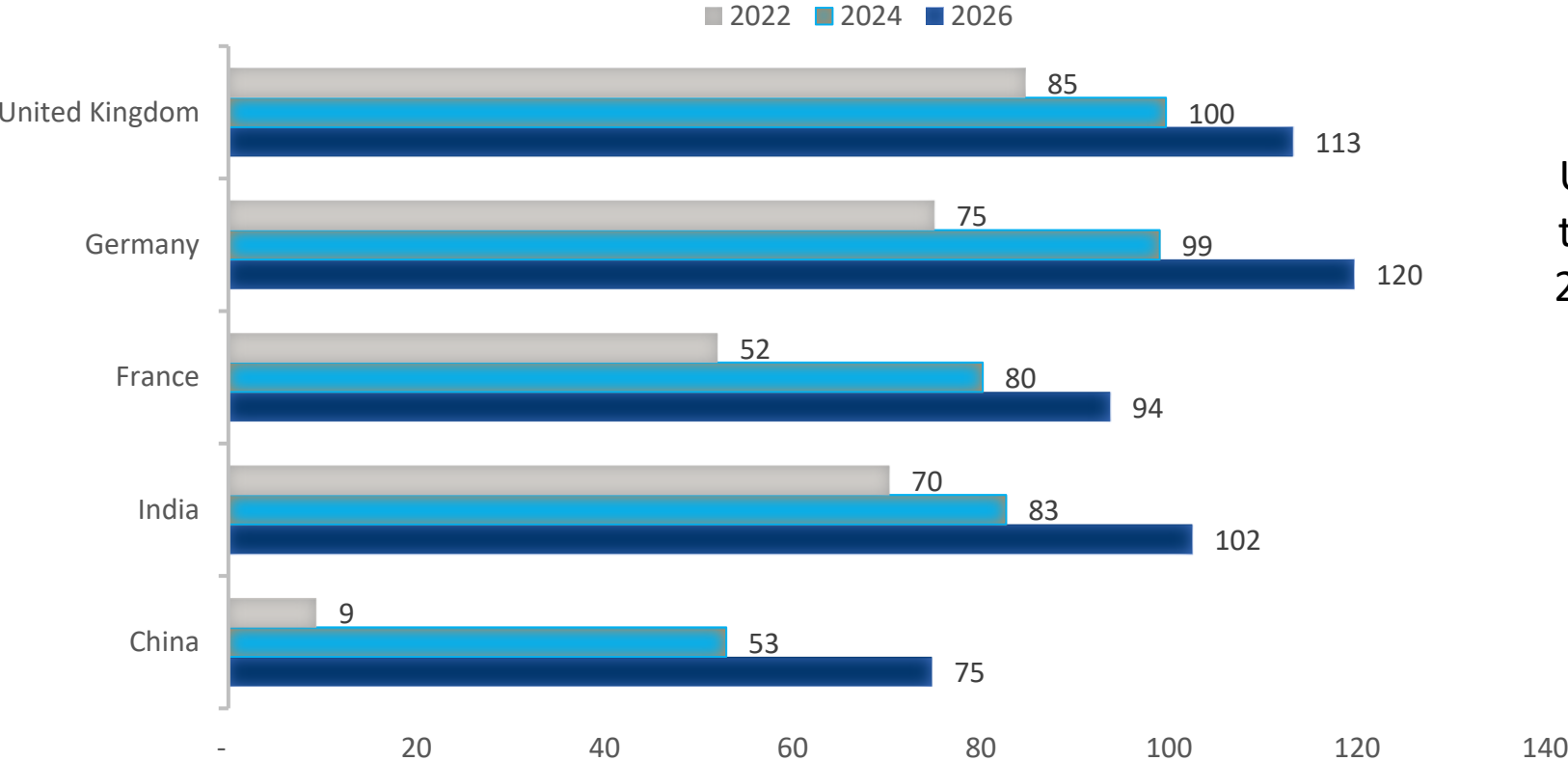


Europe will lead the recovery – reaching 87% of 2019 levels by 2024

Source: Tourism Economics (forecast released in December 2022)

Western Europe to recover first of the key source markets

OVERSEAS TRAVEL TO THE PHILADELPHIA FROM KEY MARKETS
TOP-5 MARKETS PRE-PANDEMIC, % RECOVERED TO 2019 (INDEX, 2019=100)



UK is expected to be the first of the Top 5 Markets to recover to 2019 levels – fully recovering by 2024

Source: Tourism Economics (forecast released in December 2022)

International visits to reach 1M by 2024

International Visits to Philadelphia

Forecasted visits by origin market, in thousands

	2019	2020	2021	2022	2023	2024	2025	2026
Canada	553.0	112.0	60.5	349.8	445.3	554.9	629.0	650.3
Mexico	25.6	8.8	14.3	18.3	20.3	24.6	26.6	27.2
Overseas	707.4	134.0	138.1	417.1	442.0	571.9	662.7	713.2
Grand Total	1,286.0	254.8	212.8	785.2	907.5	1,151.4	1,318.3	1,390.7

In 2019, overseas visitors represented **55%** of inbound visits to Philadelphia and **3/4** of total spend.

International Visits to Philadelphia

Forecasted market share of visits and spending by origin

		2019	2020	2021	2022	2023	2024	2025	2026
Visits	Canada	43%	44%	28%	45%	49%	48%	48%	47%
	Mexico	2%	3%	7%	2%	2%	2%	2%	2%
	Overseas	55%	53%	65%	53%	49%	50%	50%	51%
Spending	Canada	27%	35%	18%	32%	33%	32%	31%	31%
	Mexico	1%	2%	2%	1%	1%	1%	1%	1%
	Overseas	72%	64%	80%	67%	66%	67%	68%	68%

Note: 2019-2021 actuals; 2022-2026 forecast

Source: Tourism Economics

International spend will recover a year sooner than visitation

International Spending to Philadelphia

Forecasted spending by origin market, in millions

	2019	2020	2021	2022	2023	2024	2025	2026
Canada	\$222.4	\$49.6	\$21.8	\$151.9	\$219.6	\$263.2	\$302.9	\$317.4
Mexico	\$6.5	\$2.3	\$3.0	\$5.1	\$6.8	\$7.9	\$8.5	\$8.8
Overseas	\$603.3	\$90.4	\$96.9	\$323.3	\$444.0	\$562.4	\$651.0	\$703.1
Total International	\$832.1	\$142.3	\$121.7	\$480.2	\$670.4	\$833.5	\$962.5	\$1,029.3

Top-10 Overseas Markets (ranked by 2019 volume)

China	\$105.7	\$10.5	\$20.1	\$16.1	\$38.9	\$60.7	\$74.2	\$83.5
United Kingdom	\$88.7	\$15.2	\$8.3	\$63.7	\$84.8	\$98.8	\$108.9	\$109.9
India	\$59.3	\$9.8	\$11.9	\$40.1	\$51.2	\$62.7	\$71.7	\$80.4
Germany	\$47.2	\$5.4	\$4.6	\$31.7	\$41.2	\$52.1	\$58.5	\$61.0
France	\$23.3	\$3.3	\$2.7	\$15.0	\$21.0	\$26.6	\$29.1	\$29.7
Republic of Korea	\$21.3	\$3.8	\$6.8	\$16.4	\$15.6	\$21.1	\$26.7	\$31.1
Switzerland	\$20.0	\$2.4	\$1.9	\$11.3	\$16.3	\$20.4	\$23.7	\$26.5
Australia	\$17.8	\$3.1	\$1.0	\$11.6	\$17.0	\$22.5	\$25.7	\$26.5
Italy	\$16.4	\$2.4	\$2.2	\$10.0	\$14.7	\$17.0	\$18.3	\$18.9
Ireland	\$15.5	\$2.6	\$2.4	\$14.8	\$16.5	\$18.9	\$21.3	\$21.2

By 2024 total International spend will exceed \$833M, beating the \$832M spent in 2019

Note: 2019-2021 actuals; 2022-2026 forecast

Source: Tourism Economics

International Room nights to fully recover by 2025

International Room Nights to Philadelphia

Forecasted room nights in paid accommodations by origin market, in thousands

	2019	2020	2021	2022	2023	2024	2025	2026
Canada	1,630.5	328.1	177.1	1,059.7	1,365.2	1,688.2	1,897.3	1,963.1
Mexico	60.1	21.1	34.0	46.7	52.1	62.1	66.7	68.2
Overseas	1,546.1	280.4	263.0	896.9	1,023.2	1,299.8	1,482.8	1,591.5
Total International	3,236.7	629.6	474.1	2,003.2	2,440.6	3,050.1	3,446.8	3,622.8

Top-10 Overseas Markets (ranked by 2019 volume)

United Kingdom	268.9	49.2	32.7	214.7	232.4	275.1	301.9	306.9
India	242.6	47.1	48.8	164.6	175.5	214.4	239.9	263.4
China	205.0	28.6	12.6	15.9	51.6	89.2	110.1	123.9
Germany	139.5	17.1	16.3	94.8	103.7	132.9	149.6	157.6
France	74.1	10.9	7.9	46.0	55.1	71.7	79.7	83.1
Republic of Korea	47.1	9.0	5.6	24.8	29.1	42.3	53.5	61.6
Switzerland	39.5	5.2	4.2	22.3	27.2	34.8	40.3	44.8
Italy	39.1	6.1	5.6	24.5	30.3	36.2	39.3	41.1
Australia	36.7	6.7	2.8	25.6	31.7	40.6	45.4	46.5
Spain	33.4	6.7	5.9	13.7	15.0	17.6	18.8	20.1

Led by Canada's recovery, total International room nights will reach 2019 levels by 2025.

Note: 2019-2021 actuals; 2022-2026 forecast

Source: Tourism Economics

Summary

1 A mild recession is likely in 2023

Inflation and higher interest rates will leave a mark, but strong balance sheets should limit the downside

2 Travel is uniquely positioned for this downturn

- Households (and businesses) are in a fiscally strong position
- Pent-up demand is prioritizing travel
- Business travel continues to rebuild

3 Philadelphia outlook

- Demand will continue to reclaim ground in 2023
- International Visitors are expected to recover to 71% of 2019 levels in 2023 (908K)
- Top Overseas markets in 2023 are anticipated to be the UK, Germany, and India
- China is expected to be slowest to recover but will rank in top-5 for visits and spending in 2023



SVETLANA YAZOVSKIKH

Vice President of Global Tourism





SURVEY





MELISSA MCCLURE

Global Tourism Sales Manager



Market Update: UK, Germany, & France

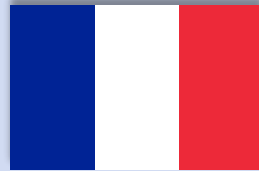
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



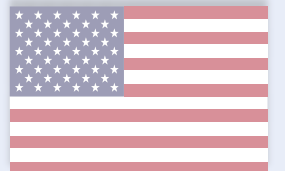
FRANCE



INDIA



CHINA



DOMESTIC
Group Tour

Global: Media Arts FAM

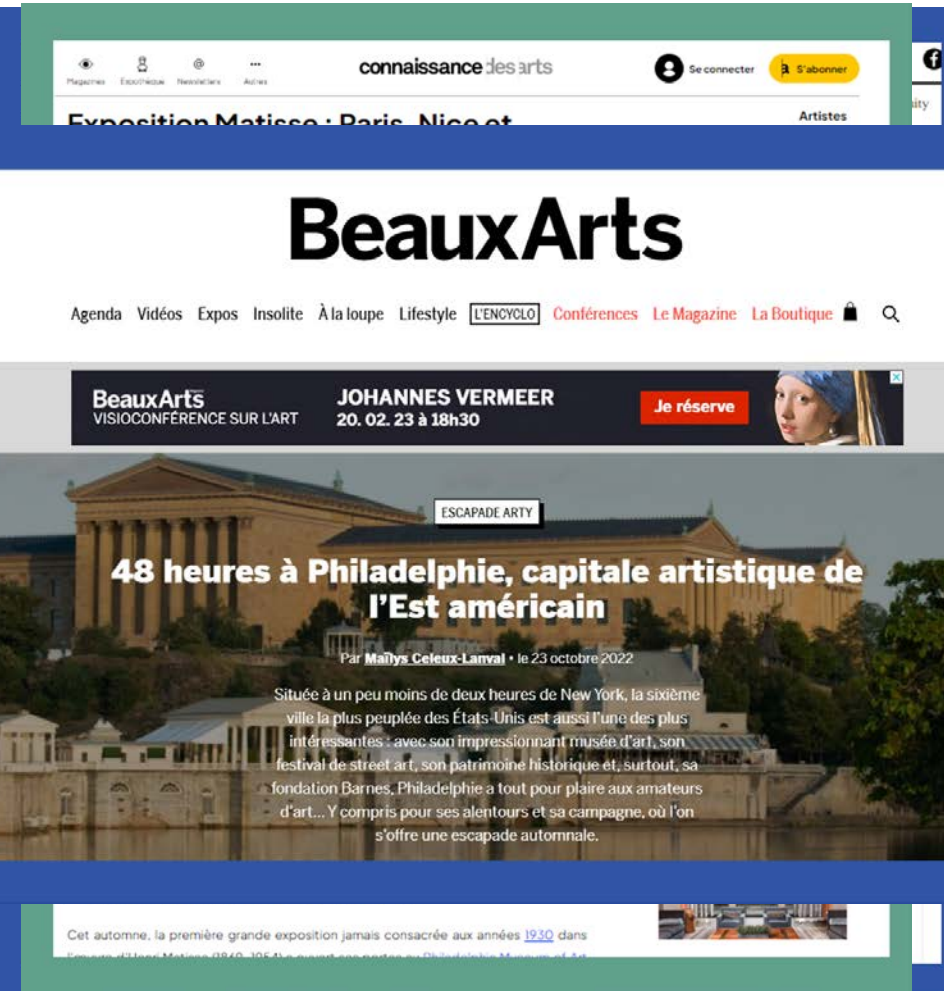
Total Stories: 35 | UK, Germany, France, Italy, India

THE TIMES
SCOTLAND

ARTOLOGY
Magazine and Gallery

THE NEW
INDIAN
EXPRESS

vistara®
Fly the new feeling



Europe: Social Media

CAMPAIGN HIGHLIGHTS

France Tik Tok Campaign:

- 1.8M impressions
- 550,000+ people reached
- 2,000+ clicks

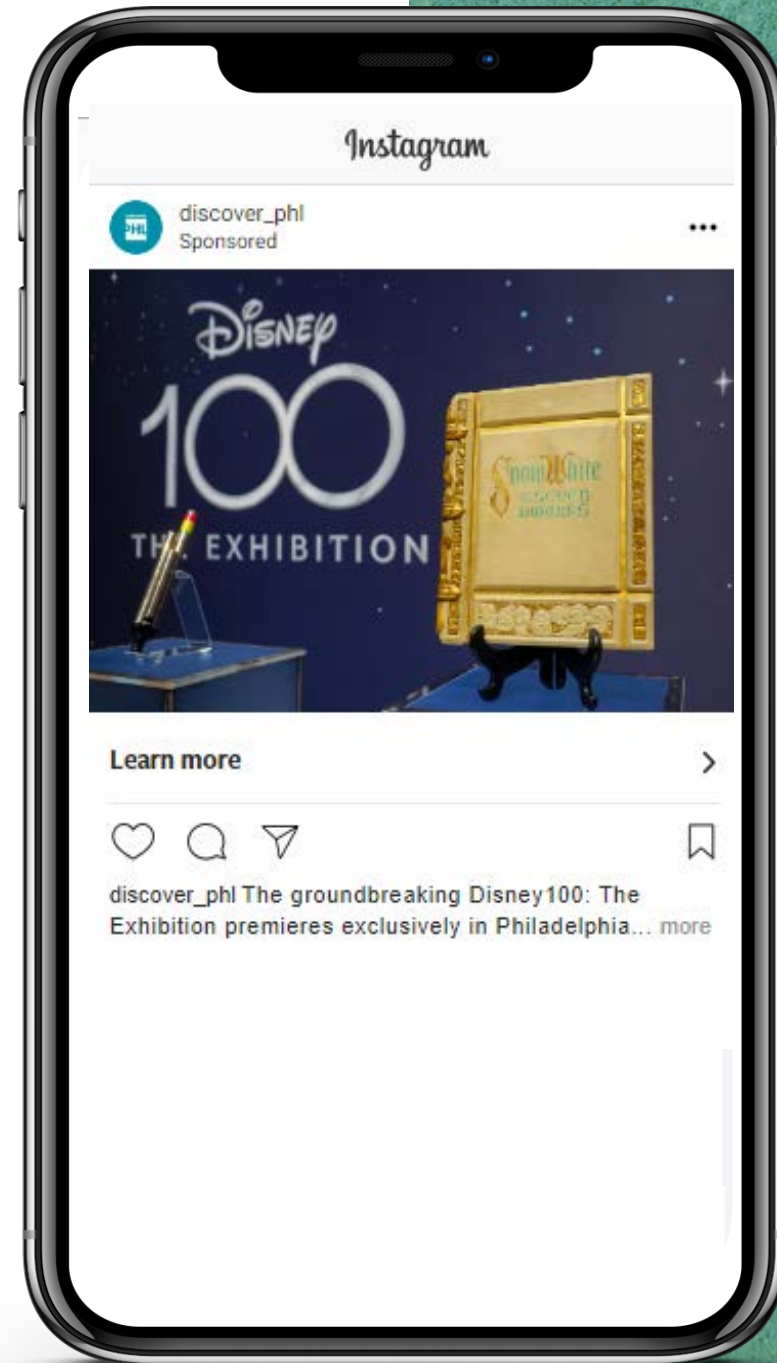


Europe: Social Media

CAMPAIGN HIGHLIGHTS

UK Facebook & Instagram Campaign:

- 150,000 impressions
- 69,000 unique users
- 13,700 engagements



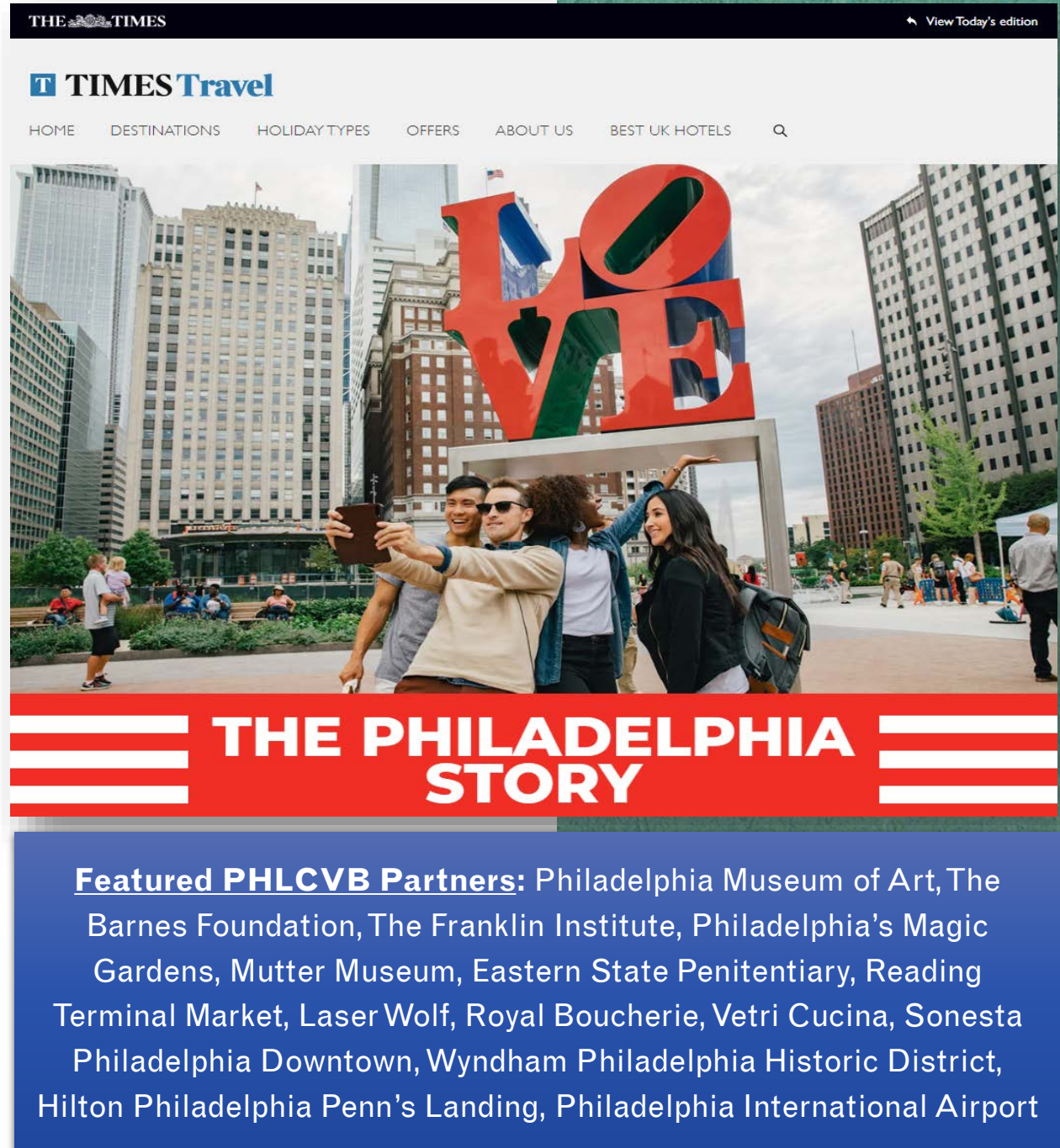
Europe: Marketing

CAMPAIGN HIGHLIGHTS (JAN – MAY 2023)

- **12 Campaigns Planned:**

- UK
- Ireland
- France
- Germany
- Switzerland

- **Goal:** Driving Bookings into Philadelphia



The screenshot shows the homepage of The Times Travel website. At the top, the 'THE TIMES' logo is on the left, and a 'View Today's edition' link is on the right. Below this is the 'TIMES Travel' logo. A navigation bar contains links for HOME, DESTINATIONS, HOLIDAY TYPES, OFFERS, ABOUT US, and BEST UK HOTELS, followed by a search icon. The main visual is a large photograph of a group of four young adults taking a selfie in front of the iconic red 'LOVE' sculpture in Philadelphia's Love Park. The background shows a city street with tall buildings. Overlaid on the bottom of the photo is a red banner with white horizontal stripes on the sides and the text 'THE PHILADELPHIA STORY' in white, bold, sans-serif capital letters. Below the banner, a dark blue box contains white text listing featured partners.

THE PHILADELPHIA STORY

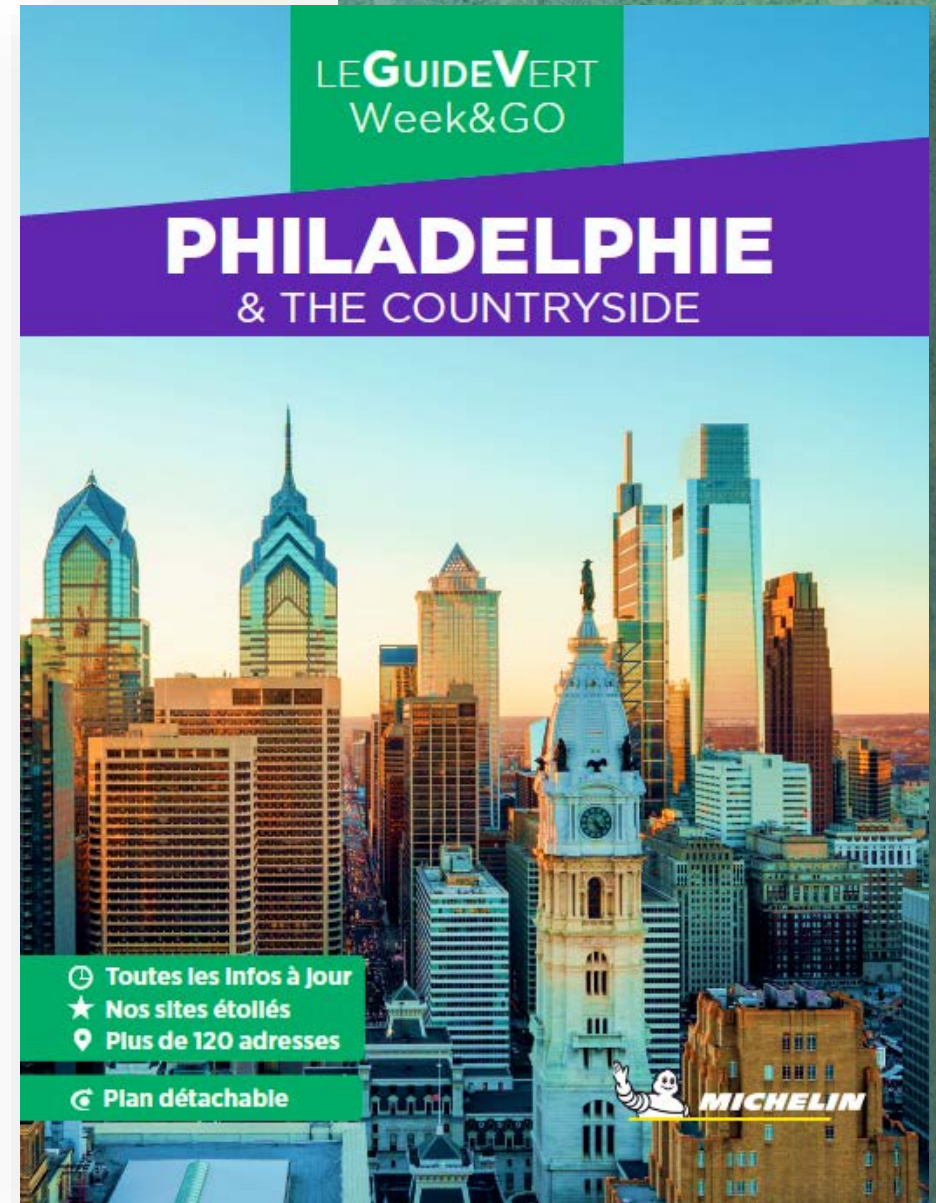
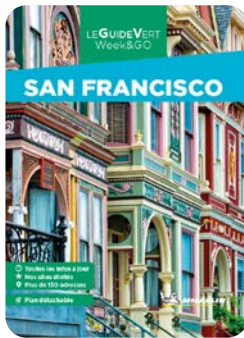
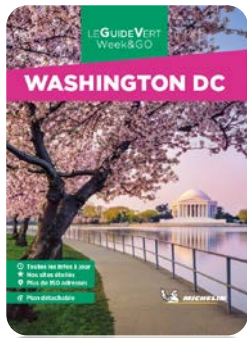
Featured PHLCVB Partners: Philadelphia Museum of Art, The Barnes Foundation, The Franklin Institute, Philadelphia's Magic Gardens, Mutter Museum, Eastern State Penitentiary, Reading Terminal Market, Laser Wolf, Royal Boucherie, Vetri Cucina, Sonesta Philadelphia Downtown, Wyndham Philadelphia Historic District, Hilton Philadelphia Penn's Landing, Philadelphia International Airport

Europe: Driving Demand

THROUGH GLOBAL BRANDS

» THE MICHELIN GUIDE (US Cities):

- New York City
- Washington, D.C.
- San Francisco
- Chicago
- Los Angeles
- Philadelphia*



Europe: Sales Events

HIGHLIGHTS: JANUARY – MARCH 2023



**ONE-TO-ONE
BUSINESS MEETINGS:**
U.K. & Europe



**UK + IRELAND
SALES MISSION**

Europe: FAM Tours

TOUR OPERATORS & MEDIA

Global Receptive Tour Operator FAM

March 1 – 3, 2023

UK Trade FAM

March 23 – 27, 2023

France Trade FAM

April 16 – 20, 2023

France Influencer FAM

June 2023

Germany Trade FAM

June 2023





MIRIAM CHOVANEC

Senior Global Tourism Sales Manager



Market Update: India

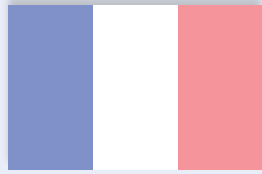
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



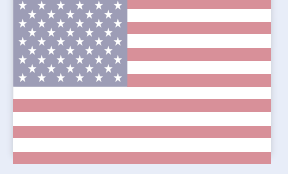
FRANCE



INDIA



CHINA



DOMESTIC

Group Tour

India: Destination Training

NEW DELHI – DECEMBER 2, 2022



India: Sales Events

MARCH 2023



Brand USA India Sales Mission



**INDIA
SALES MISSION
EXTENSION**

India: Marketing Campaigns

CAMPAIGN HIGHLIGHTS (JAN – JUNE 2023)

Brand USA Multichannel

Inspirational Destination Content

March – May 2023

Consumer Inspiration

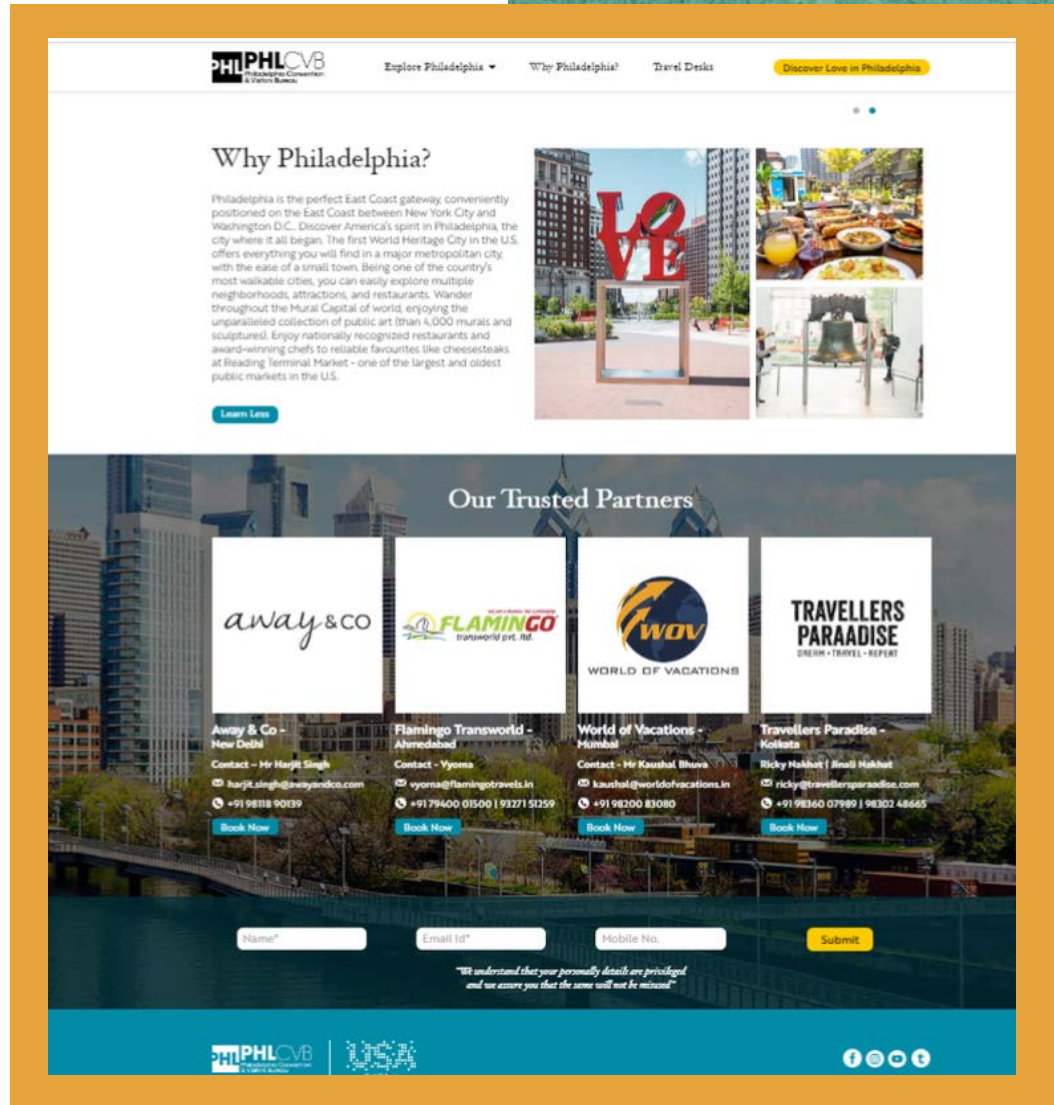
Trip Planning Call-to-Action

March – May 2023

Tactical Booking Co-Op

Booking Trip Call-To-Action

April – May 2023



Market Update: China

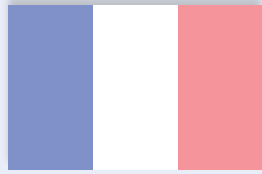
IN FOCUS FOR FISCAL YEAR 2023



UK



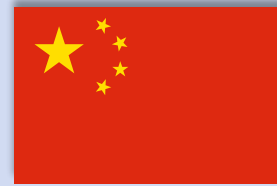
GERMANY



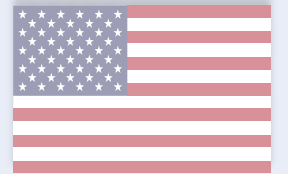
FRANCE



INDIA



CHINA



DOMESTIC

Group Tour

China: Restart of Travel

DEMAND FOR INFORMATION



VISIT REQUIREMENTS

What to expect from a visit



HEALTH & SAFETY

Policies in place to safeguard visitors



NEW DEVELOPMENTS

What's new with you?



China: Top Receptive Tour Operators

REENGAGE WITH THE MARKET



Ctrip / Trip.Com



Jupiter Legend



America Tours International





ANNIE JIRAPATNAKUL

Global Tourism Sales & Services Manager



Market Update: Domestic Group Tour

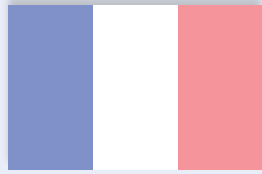
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



FRANCE



INDIA



CHINA



DOMESTIC
Group Tour

National Tour Association (NTA) Travel Exchange

Dates:

November 13 – 16, 2022

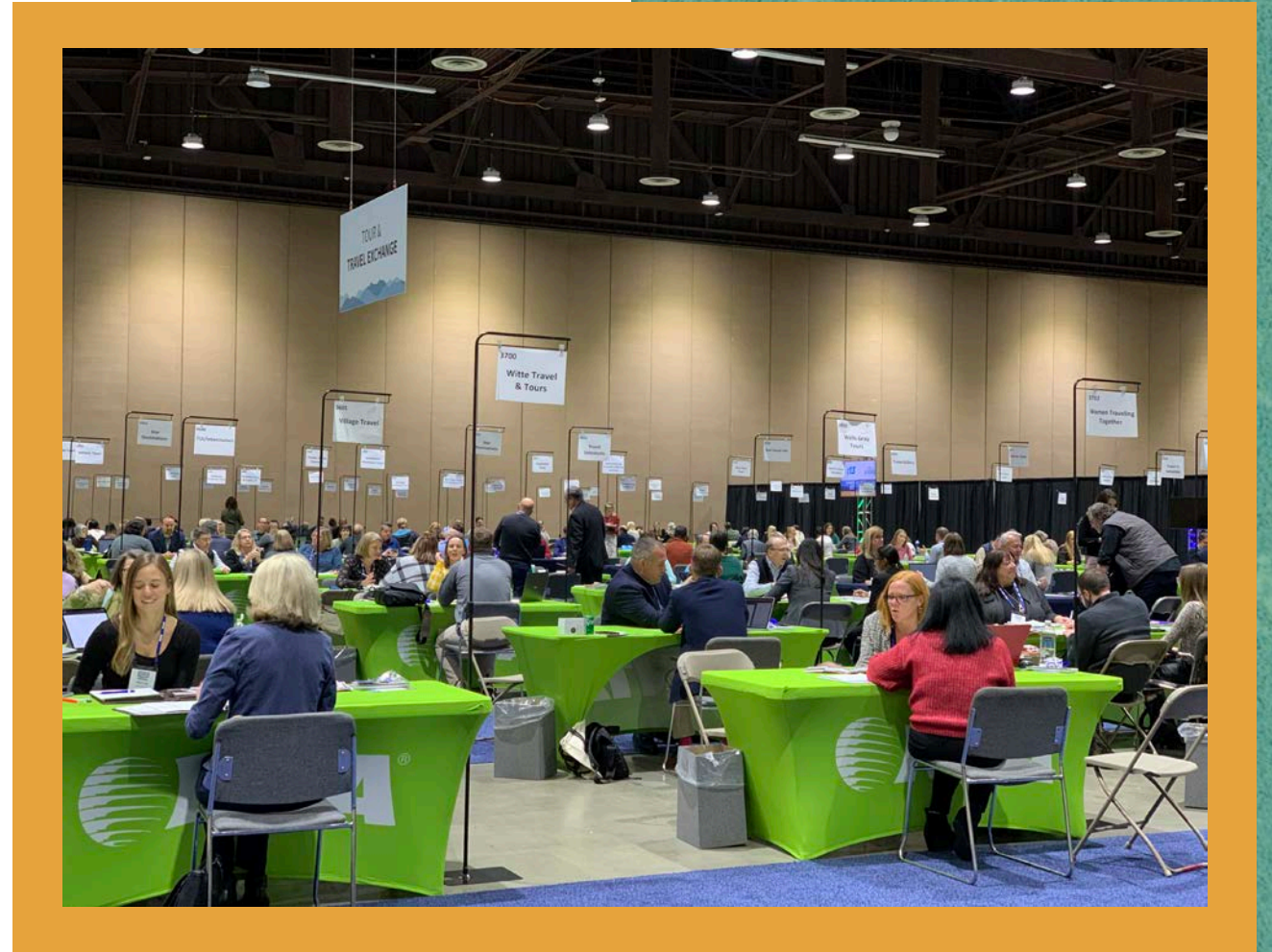
Partners:

- Faith and Liberty Discovery Center

Appointments: 29

• Top FAQs:

1. Step-on Guides
2. Group-friendly Hotels
3. Group-friendly Restaurants
4. Evening Activities
5. Performance Venue Options



American Bus Association Annual Marketplace

Dates: February 4 – 7, 2023

PHLCVB Partners:

1. The Barnes Foundation
2. Eastern State Penitentiary
3. Faith and Liberty Discovery Center
4. Fashion District Philadelphia
5. Historic Philadelphia, Inc.
6. Holiday Inn Express Philadelphia Midtown
7. Museum of the American Revolution
8. National Constitution Center
9. Penn Museum
10. Philadelphia Flower Show



American Bus Association Annual Marketplace

2025: PHILADELPHIA IS THE HOST CITY



Domestic Group Tour: Sales Events

FEBRUARY – JUNE 2023



TAP INTO
TRAVEL



PHLCVB
Philadelphia Convention
& Visitors Bureau

**CANADA
SALES MISSION**

Domestic Group Tour: Marketing

FISCAL 2023

Publications:

- Group Tour Magazine
- Youth Travel Planner Magazine
- Group Travel Leader
- Teach & Travel Magazine
- Leisure Group Travel

Dates:

Summer 2022 – Spring 2023



CUSTOM CONTENT

Make haste to Philadelphia then take time to take it all in

BY VICKIE MITCHELL

Ben Franklin reminded us "haste makes waste." So he'd be dismayed when tour groups blow through Philadelphia on their way to Washington or New York.

Franklin lived in Philadelphia most of his long life, and if he returned today, he'd agree with Annie Jirapatnakul of the Philadelphia CVB.

"We are," she says, "more than a day trip."

A World Heritage City

The nation's birthplace, Philadelphia was the first in the U.S. to be named a World Heritage City. Its historic district, often called America's "most historic square mile," is "walkable with low-cost and free attractions and nearby hotels at all price points," says Jirapatnakul. But even though it is compact, tours should schedule at least a day and a half to absorb it all, she says. Good ways to start are a walking tour or a trip aboard one of the city's double-decker buses.

A number of the historic district's sites are tied to Franklin, including Independence Hall, a UNESCO World Heritage Site, where the Declaration of Independence

and the Constitution were hammered out; the Benjamin Franklin Museum, which explores Franklin's curiosity, inventiveness and other personality traits; and Christ Church Burial Ground, where visitors toss pennies toward Franklin's grave, a nod to his financial advice that "a penny saved is a penny earned."

The Museum of the American Revolution, a newer addition to the district, focuses on how everyday colonists took up the revolutionary cause. In 2023, a special exhibit will examine the impact of a Black Philadelphia family, the Fortens, on the revolution and abolition. Other stops include the Liberty Bell, the Betsy Ross House and the National Liberty Museum, as well as a new and decidedly different Museum of Illusions.

Philly Favorites

Along the way, groups can enjoy dining spots like Campo's, which has been serving Philly cheesesteaks and hoagies since 1947. The restaurant is small but has a knack for making tasty box lunches and delivering them to places where groups can gather to dine, such as the welcoming, Old Pine Community Center. For a stop to please diverse tastes, Reading Terminal Market offers a world of foods. Voted the best public market in the nation in 2022 by USA Today 10Best, the Market offers Cajun, Caribbean, Chinese, cheesesteak, pasta, Pennsylvania Dutch, seafood, sushi and even Georgian.

While Philadelphia is without a doubt a hotbed of American history, as Jirapatnakul reminds, it is also packed with art, music, Broadway shows, murals, museums and sporting events. New exhibitions at two institutions are likely to draw groups in 2023 — the new Mediterranean gallery at the Penn Museum and the world premiere of Disney100: The Exhibition at The Franklin Institute.

"With so much new development, we are more than we used to be," said Jirapatnakul.

Ben Franklin would agree.

discoverphl.com/group-tour

FOR MORE INFORMATION, CONTACT:
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PHLCVB
Philadelphia Convention & Visitors Bureau



Discover PHILADELPHIA



A Departure FROM THE ORDINARY TOUR

LEARN MORE AT
[DISCOVERPHL.COM/GROUP-TOUR](https://discoverphl.com/group-tour)



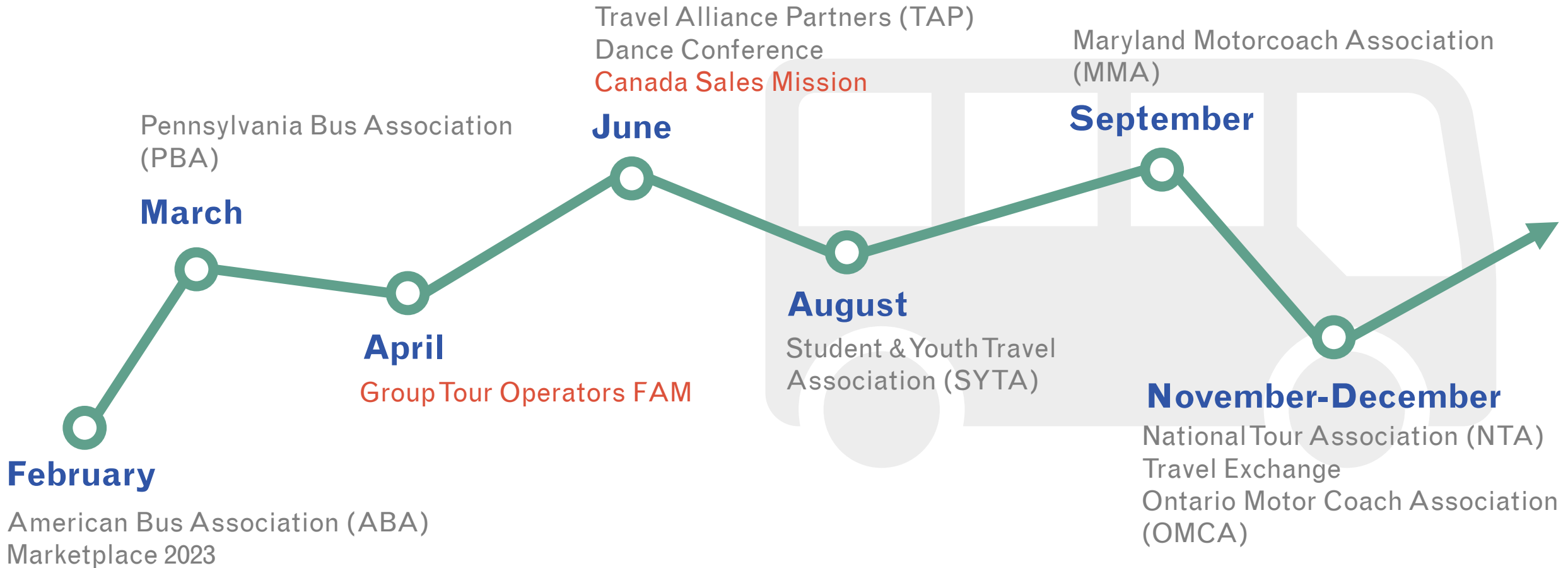
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Philadelphia Convention & Visitors Bureau



PHLCVB

Domestic Group Tour Highlights

CALENDAR YEAR 2023



QUESTIONS



THANK *You!*

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Philadelphia Convention
& Visitors Bureau